

*Auto Shop Tips*© by Michael Strautman

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## **Auto Shop Tip #2**

*Four Winning Automotive Phone Skill Principles*  
*By Michael Strautman, Automotive Service Leaders*

1. **Smile while speaking to your customer** – A good tone of voice is infectious. If you have a good tone your customers will likely have a good tone with you, and also be more open to your recommendations. Try speaking to someone on the phone while having a smile on your face and see how your customers react.
2. **Never hide behind policy** – Have you ever heard statements like this? “Our policy states...,” or “Ma’am that’s just the way we do it here...” These are all deceptive ways in which we can turn customers away while not actually saying the word “NO.” Try something like, “Ma’am I can hear that you’re concerned about \_\_\_\_\_. Can you tell me why?”
3. **Never ask the customer to “Hold for a second, please”** – “Hold, please...” A simple, but overused phrase in which you tell a customer that something else is more important to you than their call. Holds are, at times, necessary. The word “Hold” already has a negative connotation. Use a phrase such as, “Would you mind waiting on the line for 30 seconds while I \_\_\_\_\_.” Always give a time frame and a reason for a hold, then ask them to “Wait on the line” instead of “Hold.”

4. **Keep the customer updated on the work status –**  
Continuous communication with a customer is the best way to build trust. It also eliminates the unknown and unseen activities on their vehicle. Schedule regular communications with your customers to ensure that you are always working to build their trust while you have their vehicle. They **will** come back!!

