

THE CUSTOMER EXPERIENCE

Environment of a Trusted Expert

DOES YOUR ENVIRONMENT SUPPORT THE STRATEGY?

Showroom

- Do you and your team take pride in your appearance and follow the [Personal Appearance Guidelines](#)?
- Do you have the right amount of properly trained & qualified "Trusted Experts" in your customer lounge?
- Is your customer lounge Inviting, Easy, and Safe?
- Is your customer lounge [up to date](#)?
- What type of music is playing in your customer lounge?

Service Area

- Do you follow current [Crew Time](#) best practices?
- Does your service area layout support your demand?
- Does your team have a clear understanding of workflow and do they properly execute it?
- Do you focus on Safety, Quality, and Delivery?
- Do you have the right inventory available and is it put away correctly?
- Do your service area and staff remain clean and 5s'd throughout the entire day?

DO YOU HAVE THE RIGHT MINDSET AND BEHAVIORS?

Mindset

- Does Integrity lead all that you do?
- Is your mindset one of a salesperson or a Trusted Expert?
- Are you willing and able to keep an open mind and change your mindset?
- Do you have the respect and credibility of others?
- Do you display the actions & behaviors of a Servant Leader?

Behaviors

- Where is your initial meeting point with the customer?
- Do you have a genuine smile during your initial greeting?
- When shaking hands, is the position of your palm facing up?
- Are you keeping constant eye contact with the customer?
- Are you careful not to turn your back to a customer?
- Do you stop at the Know Your Numbers Board every time?
- Do you Empower our customers with the right amount of information at the board so they can make the **BEST** and **SAFEST** decision?
- Do your people give world-class benedictions?

Key Phrases to demonstrate proper manners

- May I do a safety inspection?
- May I get your mileage?
- May I get inside your vehicle?
- May I look at your spare to make sure it's safe?
- May I get your phone number?
- Will you allow me to ...?
- Will you allow me 30 minutes to service your vehicle?
- Is it okay if ...?
- You have our certificate on your tire, will you allow me to replace it?
- Thank you for allowing me to keep you safe!