



180BIZ
1866 C East Market St.
Suite 351
Harrisonburg, VA 22801
Phone: 540-833-2014
Web: www.180BIZ.com
Email: Info@180biz.com
FB: facebook.com/180biz

Selling Testing Profitably



Presented By: Rick White
President

Student Workbook



This page left intentionally blank

Table of Contents

OBJECTIVES	5
TYPICAL TESTING SCENARIOS	5
WHY TALK ABOUT SELLING TESTING?	5
WHAT DOES TESTING MEAN?	6
LET’S LOOK FROM A FINANCIAL PERSPECTIVE	6
<i>Cost Control</i>	7
<i>2-for-1 Testing</i>	7
THE TESTING PROCESS	8
DIAGNOSTIC QUESTIONNAIRES	8
FOUR CUSTOMER EXPECTATIONS.....	9
CUSTOMER EXPECTATIONS.....	Error! Bookmark not defined.
SET EXPECTATIONS	10
HELP TECHS ACHIEVE THEIR GOAL	11
SELLING THE WORK.....	11
DEALING WITH GOOGLE	12
CONCLUSION	12
ABOUT RICK WHITE	12

This page left intentionally blank

OBJECTIVES

During this class, you will:

- Review typical testing scenarios.
- Understand why they don't work.
- See a proven way to sell testing profitably.

TYPICAL TESTING SCENARIOS

What are the three typical testing scenarios and why they don't work?

1. Give it away for free: _____

2. Hide the testing charges: _____

3. One size fits all: _____

WHY TALK ABOUT SELLING TESTING?

This topic is a big deal since most shops don't charge for their testing or diagnostic time. You are leaving money on the table. Here are 5 huge reasons why it's such a big deal.

1. Testing requires your most expensive equipment. _____

2. Testing requires your most experienced and expensive technician. _____

3. Nothing tells a technician that you don't care faster than giving away their skill and experience.

4. Testing creates the lowest gross profit. _____

5. Testing has the highest probability of a comeback. _____

WHAT DOES TESTING MEAN?

Let's make sure we're both on the same page. Let's define the term "testing." Testing is any operation where you need to find the cause of a customer complaint where no parts are being used.

Some examples of testing are:

- Charging system analysis
- Check engine light on
- Oil leaks
- Overheating
- Coolant leaks
- Noises
- Steering pulls
- Vibrations

LET'S LOOK FROM A FINANCIAL PERSPECTIVE

Water Pump Repair
1 Hour Labor = \$ 50.00
Water Pump = \$ 80.00
<hr/>
Cust Price = \$130.00
1 Hour Labor = \$ 20.00
Water Pump = \$ 40.00
<hr/>
Shop Cost = \$ 60.00
Gross Profit = \$ 70.00

Diagnose a Problem
1 Hour Labor = \$ 50.00
No Parts = \$ 00.00
<hr/>
Cust Price = \$ 50.00
1 Hour Labor = \$ 20.00
No Parts = \$ 00.00
<hr/>
Shop Cost = \$ 20.00
Gross Profit = \$ 30.00



**I'm Rick White.
90% of my Clients had their best
year ever last year.
Did you?**

FREE

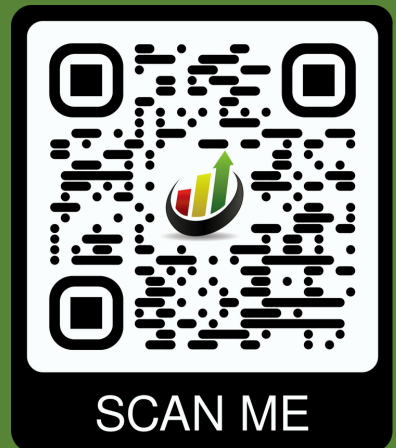
SHOP OWNER ROUNDTABLES

July 13th, 2023

7PM EST

**TEXT THE WORD "SORT" TO (833) 602-8463
TO REGISTER FOR THE FREE SHOP OWNER ROUNDTABLE**

To Register for my FREE Shop
Owner RoundTable scan this
QR Code with your smart phone
camera



www.180biz.com/sortreg1

This page left intentionally blank

Cost Control

Changing the way you charge for testing can have a dramatic effect on the profitability of the job. Let's talk about my 2-for-1 testing process as a way to make up for the loss of the parts gross profit. This also increases the efficiency of the testing technician. Why does the 2-for-1 testing model work? It's because you are controlling your costs.

You've probably seen how companies use the same size packaging and charge the same price but put less product inside the package. Cereal companies are notorious for this. Or cookie companies put a few fewer cookies in the box. Their reasoning is usually to address the high fuel costs or higher labor costs, etc. You can probably think of about a dozen scenarios where the company decided to deal with price increases by controlling costs.

2-for-1 Testing

Diagnose a Problem	Diagnose a Problem
1/2 Hr Labor Cost = \$ 10.00	1/2 Hr Labor Cost = \$ 10.00
+ No Parts = \$ 00.00	+ No Parts = \$ 00.00
<hr/> Shop Cost = \$ 10.00	<hr/> Shop Cost = \$ 10.00
1 Hr Labor Price = \$ 50.00	1 Hr Labor Price = \$ 50.00
- Shop Cost = \$ 10.00	- Shop Cost = \$ 10.00
<hr/> Gross Profit = \$ 40.00	<hr/> Gross Profit = \$ 40.00
1 Hour Shop GP = \$ 80.00	

THE TESTING PROCESS

Never talk to a customer about hours or time when selling testing services. Speak instead about dollars, procedures, or levels of testing when discussing testing with a customer. Using different levels of testing is an excellent way to take the discussion off time with the customer. Fully understanding what's included with each level of testing will allow the advisor to communicate clearly and comfortably without hesitating when discussing the sale with the customer and this clarity will also build value with the customer.

LEVEL 1	LEVEL 2	LEVEL 3	
Constant Condition 1 st shop to see it 1 code stored \$ _____	Intermittent Condition 2 shops 2-3 codes stored \$ _____	Random Condition >2 shops >3 codes stored \$ _____	_____ _____ _____ _____ _____
Inspect Battery Battery Charge State Battery/Starter Draw Alternator Belt Alternator Output Voltage Ripple	Level 1 + Power at Starter Battery Voltage Battery AC Voltage Voltage Drop Parasitic Draw	Level 1 + Level 2 + Pinpoint Parasitic Draw	_____ _____ _____ _____ _____

DIAGNOSTIC QUESTIONNAIRES

A successful diagnosis and repair starts with a conversation with your customer at the front counter. The more information you get regarding their concern, the higher the chances for success.

These questionnaires:

- Allow an advisor with limited knowledge the ability to ask the right questions. _____

- Shortens the testing time in the bay due to clear explanations of the issue and when it occurs.

- Saves the customer money because issues are found quicker. _____

Separates you from the competition!

FOUR CUSTOMER EXPECTATIONS

Generally, customers have four expectations.

1. Product: They expect a perfect product. _____

2. People: They expect to deal with friendly, caring people. _____

3. Time: They expect a product delivered in a timely manner. _____

4. Warranty: They expect you to stand behind what you do. _____

Once you understand their product expectation, you can do one of three things.

Agree _____	Realign _____	Walk Away _____
_____	_____	_____
_____	_____	_____

SET EXPECTATIONS

With everything documented, it's time for you to set clear expectations by communicating with your customer the preliminary charges they'll authorize now and the possibility of additional testing charges depending on your initial results.

- Use the words "UP TO" _____

- ESCALATE to Level 2 _____

Be sure to document your customer's authorization with a signature if they're physically in your shop.

Or if they are on the phone document:

- The date and time of the call _____
- The number called (or if they called in) _____
- Who authorized the testing _____
- Who received the authorization _____
- The amount authorized _____

In some states, the only authorization recognized is a signature, so you'd have to fax or email them something in this instance to get their signature. Know what your state requires and follow their guidelines. That signature will protect you from your customer trying to renege on the testing fees.

HELP TECHS ACHIEVE THEIR GOAL

Technician	Advisor
<div>Review RO & Questionnaire</div>	<div>Be sure that Tech understands ALLOTTED TIME</div>
<div>Set TIMER to 5 minutes less than allotted time</div>	
<div>Document fully each testing step & results</div>	
<div>Turn in Paperwork Parts or More Time</div>	<div>Get authorization</div>
<div>Turn In Paperwork parts used, repair completed, confirm complaint is resolved</div>	

SELLING THE WORK

When it comes time for you to sell the work your tech is recommending, ALWAYS sell it as a process of diagnosis, not a repair. Many times, a complaint can be caused by multiple problems. If the first issue is sold as a repair, it's very difficult to call the customer with additional findings. The customer may question the need for the first part replaced.

<p>A</p> <p>Advisor: "Yes, Mrs. Smith, we found the oxygen sensor has failed and needs to be replaced."</p> <p>Customer: "Will that fix my problem?"</p> <p>Advisor: "You will be all set after that!"</p> <p>Advisor: "Mrs. Smith, we replaced the oxygen sensor and we now need to replace the ignition wires."</p> <p>Customer: "But you said the oxygen sensor was the problem!?"</p> <p>Advisor: "We thought it was all you needed, and you did need it. But we found the ignition wires are bad too."</p> <p>Customer: "Will that fix it?"</p> <p>Advisor: "Yes"</p>	<p>B</p> <p>Advisor: "Mrs. Smith, in the process of diagnosing your Check Engine light on, we found that the oxygen sensor has failed. Once we replace the oxygen sensor, we can proceed further with our testing."</p> <p>Customer: "Will that fix it?"</p> <p>Advisor: "We can't continue our testing until the sensor is replaced to know if that is all the vehicle needs." Or "Mrs. Smith, we know the oxygen sensor is an issue. Whether it's the ONLY issue at this point I can't say."</p> <p>Customer: "Ok, go ahead"</p> <p>Advisor: "Mrs. Smith, we replaced the sensor and were able to continue our testing process. We found the ignition wires have also failed. Replacing them will allow us to finish our testing."</p>
---	--

DEALING WITH GOOGLE



CONCLUSION

By following this process consistently

- There's a smooth satisfactory outcome for the customer
- The technician's time is maximized increasing his efficiency
- And the shop's profitability will be dramatically increased

Using this procedure not only increases the bottom line, the confidence gained by having a concrete plan of attack with diagnosing and testing differentiates you from your competition making you THE SHOP to go to!

ABOUT RICK WHITE



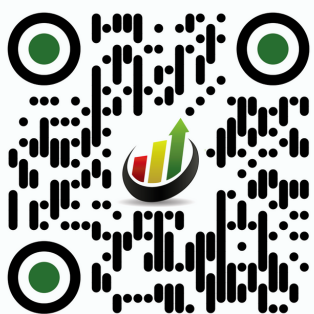
Rick White has been working in the automotive repair & automotive coaching industries for greater than thirty years and is currently an AMI-approved training instructor. He brings to the table a career's worth of technical and management experience, which includes owning and managing several successful automotive repair shops.

Currently, Rick is President of 180BIZ, a business coaching & training company proudly serving the independent auto and truck repair shop owner since 2006. Rick is acknowledged as an industry expert and has been featured in many automotive trade publications such as AutoInc., MotorAge, Parts & People, Auto Report, Automotivation, Ratchet & Wrench, and Success Magazine. Last year, 85% of Rick's clients had their best year yet. Did you? Reach out to Rick at rick@180biz.com.


RICK'S INNER CIRCLE

**SHOP MANAGEMENT COACHING
THAT WON'T JUST CHANGE YOUR
BUSINESS.
IT WILL CHANGE YOUR LIFE.**

NOW ACCEPTING NEW MEMBERS!



SCAN ME

- 
1. Point Your Camera
HERE
 2. Click the code
 3. Sign up!

Show Special

*Sign-up in the next 10 days
and save \$200 monthly!*



01

GROUP & 1-ON-1 COACHING

Two live group coaching calls with Rick monthly.

One Guaranteed numbers review quarterly and 1-on-1 sessions with Rick available as needed.

You also get to tap into the knowledge and experience of your fellow group members. This is the beginning of your journey to the top. To be "that" shop. No. To be "THE SHOP".

02

LIVE WEBINARS & IN-PERSON EVENTS

Each month you will attend a live training webinar led by Rick on an industry hot topic.

Twice annually we meet in-person to network, train and share experiences.

Accountability pods make sure change STICKS.

03

DIRECT ACCESS TO RICK

- "How do I implement the one-minute coaching method in my shop with a tech like Joe?"
- "We had a car back today with a blown engine the client is saying is related to the alternator replacement we did last week. How do I handle it?"
- "The shop got a negative review on Google today. How should I respond so I can turn it around?"
- "Mary gave her notice. I'm down a tech in the bay come Monday. How can I redistribute the schedule without losing any customers?"



04

SHOP MANAGEMENT VIDEO LIBRARY

Available to you 24 X 7. Just a few of the 70 titles you will find:

- Get More Out of Your Techs TODAY
- In Install or Not to Install (Customer Supplied Parts)
- How to Save A Problem Employee
- Top 10 Advisor Mistakes & How to Avoid Them
- How to Sell Testing Profitably

RICK WHITE, PRESIDENT

I help auto and truck repair shop owners go from struggling to stay open to being the go-to shop in their market by working smarter, not harder. It's risk free and I'm always here for you. You don't just get me online... you get my cell phone number.

Blessings,

<https://www.180biz.com/rick>

(540) 833-2014

rick.white@180biz.com