



Molloy LLC Business Development Group

Mastering the POS – LEVEL 1, 2, 3

Boosting Sales While Increasing Customer and Employee Satisfaction
A Transformational Sales Program



The chaos of commerce

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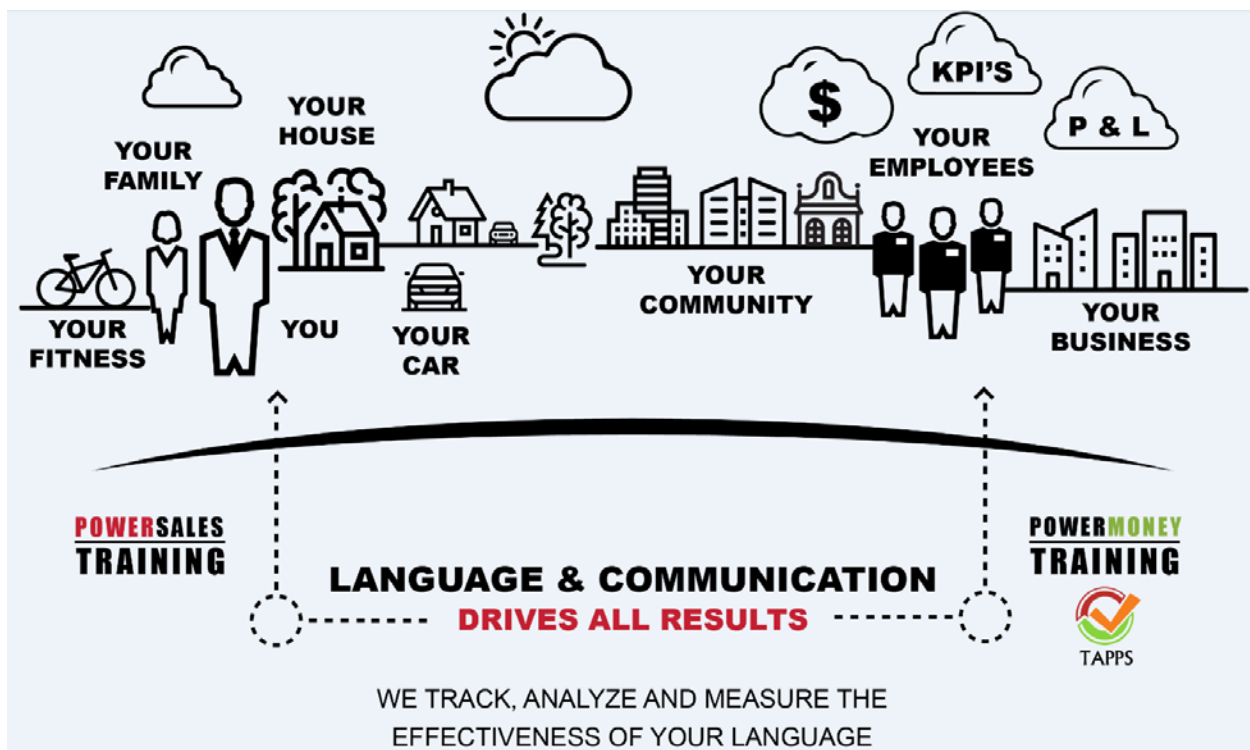
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Above The Line / Below The Line

The results in your entire life all exist above the line. Everything you deal with every day throughout your entire life is above the line. On a personal level, the house you live in, the car you drive, your level of fitness, your weight, the relationships with your family are all 'above the line'. The community you live in and the relationships you have with everyone in the community exist above the line. And in your business life it's the same. All the results in your company, the relationships you have with your employees the financial results, your reputation in the community 'everything' exists above the line.

So, what is below the line?



Below the line is Language and communication. This is the foundation, the engine room of your life. Yet, most never look at it or think about it. As a participant in the Language Of Commitment course, you will study language and communication at a level you likely never dreamed of, because 'below the line' is the source of your personal power and all the results you will produce in your entire life.

As a business owner when you address / focus your attention 'below the line' FIRST... your advertising and marketing will be much more effective.



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“Be the change you wish to see in the world.” -- Mahatma Gandhi

The 3 Layers of Communication Model

The purpose of this model is to reveal different distinctions or layers of communication. Fundamentally, there are 3 types of Sales or Customer Service conversations. The odds for success - a transaction that has both Customer and Vendor satisfied – vary relative to the nature of the conversation.

Commitment

Business only happens when there is a shared exchange of commitments. Effective Customer Service and Salespeople are competent at designing conversations that address the Customer's needs and concerns and bring forth, generate, and evoke an exchange of commitments that then result in the exchange of money for products and/or services.

Information / Data

We all currently live in the Information Age and many of us were born into the middle of it. As a result it is a common business philosophy today that information in the form of prices and technical data is the most important component in commerce. This historical pattern and practice continues to drive certain types of Sales conversations where we think that providing technical data or specifications, pricing, and billing information will improve sales. My claim is that while data and information may be important, it does not produce sales or commerce.

Automatic

Human beings are hard-wired for survival. We also live in language and it generates/creates our reality. Speaking, hearing, and listening (interpreting what happens or is said; what we often call “thinking”) happen continuously and automatically and are influenced by our historical, emotional, cultural, educational, and socio-economic background – our ideas, values, beliefs, preferences, prejudices, and traditions. This way of communicating is mechanical and often predictable, and could be analogous to a “human juke box”. Our reactions to what life presents determine much of what we say and do, and rarely are we present to the needs and concerns of others, including the Customer. Automatic conversations happen by default where we are not present to the possibility of mastery. Where we are not designing conversations, where we are not causing commerce (action) to happen on purpose. Self-observation and self-correction are not present at this level. We are simply reacting in order to survive.

Our ability to observe, i.e., notice which layer of communication we're operating in, empowers us to bring awareness, intentionality, and design to our Sales and Customer Service conversations as well as communication in all domains of life.

On Trust

From "Building Trust: In Business, Politics, Relationships, and Life" by Dr. Fernando Flores and Robert Solomon

"Trust is the essential precondition upon which all real success depends. The key to trust is action, and, in particular, commitment: commitments made and commitments honored."

"The problem of trust has clearly emerged as the problem in human relationships and organizations. What makes most companies falter-leaving aside market forces, bad products, and incompetent management-is the lack of trust."

"Our aim is to help people build trust, establish trust where there has been none, maintain trust when trust is in trouble, and recreate trust even when it seems that trust has been destroyed."

"Trusting is something we make, we create, we build, we maintain, we sustain with our promise, our commitments, our emotions, and our sense of our own integrity."

"Trust is not merely reliability, predictability, or what is sometimes understood as trustworthiness. It is always the relationship within which trust is based and which trust itself helps create."

"The freedom provided by trust is the freedom to think for oneself and speak up with one's ideas."

"Trust is a matter of making and keeping commitments, and the problem is the failure to cultivate commitment making."

"Trust involves sincerity, authenticity, integrity, virtue, and honor. It is a matter of conscientious integrity."

"The worst enemies of trust are cynicism, selfishness, and a naïve conception of life in which one expects more than one is willing to give. Resentment, distrust, and inauthenticity are the result."

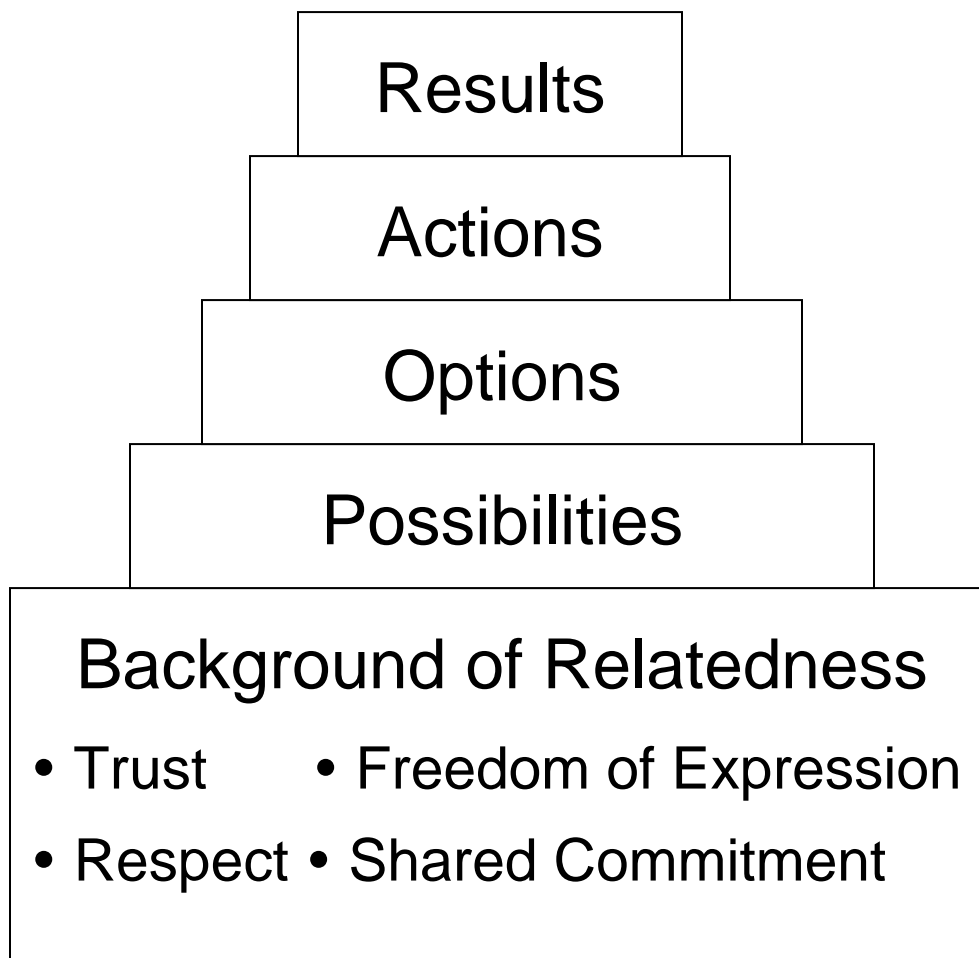
"Self-trust is the most basic and most often neglected form of trust. Distrust is often a projection of missing self-trust."

"Trust goes hand in hand with truth. Lying is always a breach of trust. What is wrong with lying, in turn, is that it breaches trust...telling the truth establishes trust and lying destroys it."

"Authentic trust can never be taken for granted, but must be continuously cultivated through commitments and truthfulness. True leadership, whatever else it may be, can be based on nothing less."

Foundation for Results

Results are a function of the strength of the relationship we have with those who are involved in what we are building.



The scope and depth of any relationship is based in how much trust, respect and freedom of expression is present and is enhanced when there is a shared or common commitment.

If you want to expand the results, expand your relationship(s).



Language of CommitmentTM **Fundamentals**

CFR – R – P – A – D - CFA

The 6 Moves in the “Dance”		
CFR	Conversation for Relatedness	A series of linguistic moves designed to connect with the Customer and build trust
R	Request	Asking questions or asking someone to do something for you
P	Promise	Committing to do something for someone within a specific time frame
A	Assertion	Providing facts to build trust, credibility or substantiate a claim
D	Declaration	A statement that designs the future, states a new possibility or makes a judgment – <i>Assessments - Offers</i>
CFA	Conversation for Action	A series of linguistic moves designed to produce a commitment to some effective (or ineffective) action



The Language of Commitment™ Phone Model

LEVEL 1 - Basic Moves – Inbound Call ACT 1

CFR - Conversation for Relatedness and Trust

D Thanks for calling _____.
R This is _____, how can I help you?
D I can help you with that!™ **(In fact... We can do it...Today!)**
R Who am I speaking with? **1**
R Have you ever done business with us before?
D You've called the right place for _____!
D **AND...We also have Payment plans starting at \$ 20... WITH or WITHOUT CREDIT, in case you want to take advantage of that.**
(Go to Conversation for Action # 2)

D Let me tell you about my Company

A We've been in business for ____ years.

A We have ____ locations in ____ states

A We have ____ Certified Technicians

D Let me tell you about my _Tire Program_

D Let me tell you about my _____ Program

3

D Let me tell you about myself

A I've been in the business _____ years.

A I've been with _____ for ____ years.

A I'm certified and trained in _____.

D Customer Service and Safety are our #1 priorities.

D I really appreciate your business. **I want to be your _____ guy/gal!**

CFA - Conversation for Action

R Hold on for less than 1 min ... let me check my schedule for you.

Choice Close! GREAT NEWS!

P I've got an appointment for you now _____ (give exact time) **2**
or at _____. Which works best for you?

R When you come in ask for me, my name is _____.

D I'll take good care of you.

R Let me have your phone number for my schedule OK!



The Language of Commitment™ Phone Model

LEVEL 2 – Inbound Call – POWER TALK – ACT 1

CFR - Conversation for Relatedness and Trust

D Thanks for calling _____.
R This is _____, how can I help you?
D I can help you with that!™
R Who am I speaking with? 1
R Have you ever done business with us before?

P _____ You've called the right place for _____
D We also have Payment plans starting at \$_____ WITH or WITHOUT
CREDIT.

(Go to Conversation for Action # 2)

POWER TALK

I'd love to talk prices with you... in fact, price shoppers usually become my best customers... for several reasons... First... I'm going to give a great deal. Secondly... my main job is to become your 'Car Guy / Gal' for life... So not only are you going to get a great price but a car Guy / Gal as well. I want you to know that you can count on me... this is not about one tire sale or brake job. I want all your business for as long as you're in this area... that's my mission...

CFP - Tires

What type of vehicle do you need tires for _____?
D (TMSG) That's a great car!
R How do you feel about the tires you have on there now?
R What kind of driving do you do _____? 1A
D I've got _____ good (fabulous) options for you!
D Great prices also...
D And payment plans starting at about \$_____ per month.



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- D (Let me tell you about my Company)
A **We've been in business for ____ years.**
A We have ____ locations in ____ states
A We have over ____ employees
A We have ____ Certified Technicians
D (Let me tell you about my _Tire Program_)
D **With every tire installation we include**
A Road force balancing
A Alignment check and Alignment if needed.
A Nitrogen
A Flat repair for free
A Rotations for free every 5000 miles
A Free Replacement – (12 months / 12000 miles – pro-rated after that.)
- D (Let me tell you about my _____ Program) 3
- D (Let me tell you about myself)
A **I've been in the business _____ years.**
A I've been with _____ for ____ years.
A I'm certified and trained in _____.
D Customer Service and Safety are our #1 priorities.
D I really appreciate your business. **I want to be your _____ guy/gal!**

CFA - Conversation for Action

- D I stock several options for that vehicle!
A They range in price from \$_____ to \$_____, with mileage warranties between _____ and _____ miles.
D We also have payment plans starting at \$_____, with or without credit.
- D When you bring your vehicle down, I'll review these with you and more!
D Together, we'll decide which one is best for you!
- Choice Close!**
- P You can come in right now _____ (give exact time) 2
or at _____. Which works best for you?
R When you come in ask for me, my name is _____.
D We'll treat you like family, and get you back on the road right away!



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LEVEL 1 - PRO-TOUR - At The Counter – New Customer – ACT 2

CFR - Conversation for Relatedness and Trust

D Hey! How are you! I'm _____ I'm going to help you today!
R And what's your name? (And you are?)
A We spoke on the phone!
D Great to meet you!
A This is your first time here... Right! 1
R So...How can I help you today _____?
D Well you're in the right place for _____!
D And we'll get it done today for you!
D Since it's your first time... I'm going to tell you exactly what we do...ok!
D Since it's your first time... I'm going to show you around my shop! Follow me!

(Go to Conversation for Action # 2)

D Let me tell you about my Company

A We've been in business for ____ years.

A We have ____ Certified Technicians

D You're in the right place for

*Tires, Oil Changes, Brakes, Alignments, Engines, Suspension Work, Electrical Work, Check Engine Lights, Flushes and Fluid Exchanges, Wiper Blades, Light Bulbs... Bumper to Bumper... I've got you covered. Plus we have **payment plans starting at \$20 with or without credit... if you want to take advantage of that!***

R How many vehicles do you have at home or at work?

2

D Let me tell you about myself

A I've been in the business _____ years.

A I'm certified and trained in _____.

D My only job is to be **your _____ guy/gal!**

CFP - Conversation for Possibilities (Trick Trucks)

D OK _____, Let's go out and take a look at your _____.

D Together, we'll come up with some good ideas.

D You know _____ we have 1000 tires in stock and 50 different wheels!

R Do you have any budget in mind?

3



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CFA - Conversation for Action

R OK _____, let me have your keys and I'll get the _____ started. (covid)

R Are you going to wait or come back later?

4

P I will also do my _____ point inspection on the vehicle, and call you when I'm done with the inspection, around _____ o'clock!

R Do you need a lift somewhere?

P OK, great! _____ I'll call you around _____ o'clock!



The Language of Commitment™ POS Model

LEVEL 3 - Basic Moves – Outbound Call – ACT 3

CFR - Conversation for Relatedness and Trust

- D** Mr/Mrs _____ This is _____ Your **Car Guy/Gal** - I've got Good News for you!
- A** We're completing the - oil change – and – we did the 30 point inspection as promised.
- A** My assessment is (TMSG) – the car is in great shape – we Topped off all Fluids, Looked at the engine, transmission, tested the battery... etc. **1**

(Go to Conversation for Action # 2)

- D** **Let me tell you about my Company**
- A** We've been in business for ____ years.
- A** We have ____ locations in ____ states
- A** We have over ____ employees
- A** We have ____ Certified Technicians
- D** **Let me tell you about my _____ Program**
- D** **Let me tell you about my _____ Program** **3**
- D** **Let me tell you about myself**
- A** I've been in the business _____ years.
- A** I've been with _____ for ____ years.
- A** I'm certified and trained in _____.
- D** Customer Service and Safety are our #1 priorities.
- D** I really appreciate your business. **I want to be your _____ guy/gal!**

CFA - Conversation for Action

- D** At the same time... I want to do is some maintenance for you.
- D** **I want to _____**
- A** **The reason is _____**
- P** **I'll have the _____ done by _____ O'clock!**
- D** **It will only be \$_____ with one of our payment plans, With or Without Credit or \$_____ if you want to pay in full today!** **2**
- (Choice Close!)**
- R** **Which would you prefer?**
- D** You can come in then or...I'll come pick you up! Which would you prefer?



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Facts (Assertions) That Add Value and Credibility

Preparation is the key to showing up as friendly, clear, knowledgeable, courteous and professional! Please write down some facts (assertions) that you'll be able to offer conversationally to the Customer as gifts that build value, confidence and trust.

Facts about the Company:

1. National: We're part of the _____ network of independent tire dealers with over 750 locations nationwide
2. Local: Our business has been part of this community since xxxx. We're the neighborhood experts, and I want to become your car guy.
- 3.
- 4.
- 5.

Facts about myself:

1. I've been with the company since xxxx
2. I have over xx years experience in the business
- 2.
- 3.
- 4.
- 5.

Facts about our Service:

1. I'll have an ASE Certified Technician working on your car
2. Our tire technicians have completed training offered by the Tire Industry Association
- 3.
- 4
- 5

Facts about our Tire Programs:

1. We have more than \$1,000,000 of tire inventory!
- 2.
- 3.
- 4.
- 5.

Facts about Payment Plans and Pricing Options:

1. Payment plans start at \$_____ with or without credit!
- 2.
- 3.
- 4.
- 5.



The Language Of Commitment™ Point Of Sale Approach

In 40+ years of selling, this is the simplest way I've found to organize my thoughts, make an offer, ask for a commitment and get into action with the customer. –
Dan Molloy, President, Molloy Sales Development

With an estimate in hand, making the sale is a very simple three step linguistic process.

- 1. What I want to do (declare and promise)**
- 2. Why - Because – (provide evidence - assertions)**
- 3. Let's do it – (Conversation for Action - Commit)**

**Get this approach into your bones; that means,
become masterful at it, and you will close more
sales than you thought possible.**



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Language Of Commitment™ Foundation For Commitment (selling) Approach

Simple repair, tire or service sale – with estimate in hand

A ____ (customer name) ____, We completed the ____ (repair) ____.

D We also completed the ____ (inspection) ____, as promised

A My assessment is this ____ (T.M.S.G.) ____

D At the same time, **I want to** ____ today!

A **Because** ____ (let me show you) ____

D Let me tell you about my ____ program.

P The cost is **ONLY** \$ ____

P **I will have the** ____ **ready by** ____ **O'clock**

IN PERSON: (choice close)

D You can wait (choice one) or, come back later (choice two)

ON THE PHONE: (choice close)

D You can come in then (choice one) or, I'll ____ (choice two)

R Which would you prefer?

P I'll get ____ started on this and call you when we are done.

D Thanks ____ (customer name)

D Call me if you need anything, I'm here for you.



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Dialogue Tracks – Price Shoppers

Context: The caller is a little rude and is demanding a price or they tell you flat out that they are 'price shopping' and will be making other calls. In either case here are some things you can 'declare' to change the conversation. Keep in mind that THEY started the conversation about price, but that YOU can change the conversation if you're prepared to do so. If YOU don't change the direction of the conversation then it will continue down the price tunnel.

Practice and then implement;

(My Commitment Dialogue 1)

I'd love to talk prices with you... in fact, price shoppers usually become my best customers... for two reasons... First... I won't be beat on price. Secondly... my main job is to become your 'Car Guy / Gal' for life... So not only are you going to get a great price but a great car guy / gal! I want you to know that you can count on me... this is not about one tire sale or brake job. I want all your business for as long as you're in this area... that's my mission...

Now with that out of the way, let's talk price and let's set up an appointment for you.

(My Commitment Dialogue 2)

I'd love to talk prices with you... in fact, to help my customers save time... I shop the market for them... so when you get the store, I'll have prices from 4 competitors... and like I said... I WON'T BE BEAT...

(Dialogue Track - Tires)

Context: The callers know little if anything about tires. Additionally, you have access to more than 95% of all tires within 24 hours... so inventory is not a problem. Tire closing percentages are low because tire sales guys are NOT WORKING IT. They are not struggling to make BIG COMMITMENTS to take care of the customer. You need to read this and say it... out loud over and over again. Hundreds of times.

Practice... then implement; (see next page)



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When you buy tires from me... the first thing is this... I BECOME YOUR CAR GUY... Plain and simple... if you have car issues... YOU CALL ME... and I'll take care of you... day or night... OK!

Secondly, the tires include Free Alignment Check... Free Rotate and Balance and Free Flat Repair... FOR EVER...

I want to see you in here tomorrow at _____ or at _____ and we'll get this done for you.

POWER MOVES

Step One: MAKE THE MOVE! - To build TRUST and CREDIBILITY

- I can help you with that!
- You are in the right place!
- I'm the guy!
- My name is _____ the 'Tire Guy!' (brake guy, alignment guy)
- I'm the make it happen man!
- I'm going to take care of you!
- Your search has ended!
- I've got great prices!
- I won't be beat!
- I will not be beat on price... EVER!
- I will take care of you!
- You can count on me!
- My only job here at McLea's is to become your CAR GUY! (GAL)
- I will shop the market for you!

Note: combining several of these together tends to add to the power.

Step Two: ADD A CHOICE CLOSE - to produce ACTION!

I want to see you down here!

You can come in NOW _____ or at _____. Which works best for you?

When you come in ask for me, my name is _____.

I'm going to take care of you!

The two moves together form a COMMITMENT!

Declaration + Time = Commitment

Auto Repair and Tire Dealers are engaged in a three act play.

Three Act Play - Exercise

1. Simple inbound call about an oil change - make appointment. (payment plans) (ICHYWT!) (Great News!)
2. After making the appointment, immediately welcome the customer to your shop and give a 60 second Pro-Tour. (payment plans) (ICHYWT!)
3. At the end of your Pro-Tour, immediately go into Act III ... and close the sale on the LOF... brake job and alignment. (payment plans) (ICHYWT!) (Great News!)

Boom... Boom... Boom... 1, 2, 3
BadaBing... BadaBoom...