

Segment 2

Service Advisor Performance Plus

Selling Specific Services

Cooling System Service

- ⇒ Since proper fluid exchange greatly contributes to extending the life of an engine, the key is to replace fluids ***before*** they begin to lose their protective qualities.
- ⇒ The cooling system protects against freezing, boiling and corrosion.
- ⇒ The trend is for manufacturers to extend intervals for fluid replacement so they can claim their vehicles are more economical to maintain than their competitors. Unfortunately, this is detrimental to the longevity of the vehicles.

Features:

- Drain and refill radiator coolant OR
- If you flush, to flush the entire cooling system including radiator, heater core and cooling passages
- Inspect the related belts and hoses
- Pressure test cooling system to identify leaks
- Remove air pockets
- Road test the vehicle

Advantages:

- Factory-trained / ASE-certified technicians
- Factory-approved, premium quality coolant
- Work is guaranteed

Benefits:

- Extends the life of major components
- Avoids premature breakdowns
- Avoids costly, major repairs
- Provides peace of mind

Sample script if not flushing:

“At your mileage we recommend that you have a cooling system service. As I’m sure you’re aware, your cooling system provides critical protection against freezing, boiling and corrosion inside your engine. One of our factory-trained, ASE certified technicians will drain your radiator and replace your coolant with factory-approved, premium coolant. We will check your belts and hoses and pressure test the system to detect any leaks. We will also clean your radiator and A/C condenser, make sure that there are no air pockets and then road-test your vehicle. This complete service will ensure that your cooling system performs at its optimum so as to extend the life of your engine, which will reduce the chance of unexpected breakdowns and major repairs. And we can perform all of this for only \$_____. May I have your approval to have this done?”

Sample script if you are flushing:

“At your mileage we recommend that you have a complete cooling system service performed. As I’m sure you are aware, your vehicle’s cooling system provides critical protection against freezing, boiling and corrosion inside your engine. Over time the coolant in your system degrades and literally starts eating holes in the system. As opposed to a “drain and refill” which only removes a portion of the degraded fluid, our factory-trained, ASE certified technicians will completely flush your cooling system including the radiator, heater core and engine block and replace that old coolant with new, factory approved premium coolant. We will also add conditioners and sealers to prevent rust, corrosion and leaks in the system. We will check your belts and hoses and pressure test the cooling system to detect any leaks. We will also clean your radiator and A/C condenser, make sure that there are no air pockets in the system and then road test the vehicle. This service will ensure that your cooling system operates at its peak

performance so as to extend the life of your engine, which will reduce the chance of major repair expenses. And we can perform all of this for only XXX number of dollars.”

Good word track when you show customer dirty coolant and they still disagree that it needs changing:

“I can appreciate what you are saying because you may not have noticed anything wrong---no coolant on your driveway, the car is not running hot nor handling poorly. But that is not surprising. Coolant starts out clear, fluorescent green and turns brown as it pulls pollutants out of your cooling system. When that happens, it is letting you know that it is near the end of its usefulness. Turning brown is the first sign that the coolant is no longer working to its fullest and if not replaced—soon won’t be working at all. And you know what that could mean, don’t you? This service has great value and probably should be done very soon. While your car is already here, may I have your approval to proceed?”