



Midas Way 10 Absolutes

- ❑ **Midas Way Absolute: Use great phone skills to schedule appointments for customers.**
 - Answer the call within three rings
 - Identify yourself and Midas
 - Ask customers for vehicle year, make, and model
 - Address the customer's priorities- price, safety, or convenience
 - Talk up Midas' strengths and benefits
 - Schedule appointment providing "landmark" directions

- ❑ **Midas Way Absolute: Greet the customer with a friendly greeting at the car, in the parking lot, or at the door.**
 - Bring a clipboard with a copy of the Courtesy Check form
 - Use the Courtesy Check form to gather vehicle information
 - Identify and use GEMs

- ❑ **Midas Way Absolute: Explain that the service includes a complimentary Midas Courtesy Check and give the customers a copy of their scheduled maintenance during customer check-in.**
 - Give customers a copy of their scheduled maintenance within 5 minutes of greeting

- ❑ **Midas Way Absolute: Complete a thorough Courtesy Check on every vehicle.**
 - Refer to the scheduled maintenance printout
 - Complete within 15 minutes from the time the vehicle enters the bay

- ❑ **Midas Way Absolute: Thoroughly explain at the car the condition of the vehicle based on the Courtesy Check.**

Always...

 - lead with the original request
 - use GEMs
 - begin with the positives, including items in the "Green"
 - discuss condition of tires
 - discuss condition of brakes
 - offer to do the suggested services TODAY

- ❑ **Test-drive vehicle**
 - Note symptoms on the evaluation form



- ❑ **Midas Way Absolute: Explain the work performed and the warranty on the work before asking for payment. Offer to show the old parts.**
 - Review the work performed
 - Review all charges and ensure that the customers clearly understand the value received for each service
 - Explain the warranty terms
 - Review any future services, including scheduled maintenance
 - Set up the next appointment
 - Ask the customers if they have any questions
 - Ask them if our service exceeded their expectations
 - Offer to show them the work performed and the old parts

- ❑ **Midas Way Absolute: Offer the Midas credit card to every customer every time.**
 - Mention the card three times- at the greeting, explanation, and thank you/cash out

- ❑ **Midas Way Absolute: Thank the customers for allowing us to service the vehicle.**
 - Escort customers to vehicle
 - Give customers your business card and offer assistance any time they have automotive questions
 - Thank the customers

- ❑ **Midas Way Absolute: Do a follow up thank-you call with every customer.**
 - Ask about their recent visit
 - Remind them of any declined services
 - Express thanks and note when the call was made for your records