

Five Steps to a Solid MPI Process

BY **DAN HAHN**, FIXED OPERATIONS TRAINER AT AUTOMOTIVE DEVELOPMENT GROUP, LLC

The Multi Point Inspection has been around for a very long time. Ever since its introduction, for various reasons dealerships have been struggling to utilize it as it was intended. Most simply miss the value it was designed to bring for their customers and employees. These five basic steps will help your department set the stage for a great MPI process and bring your customer experience to the next level.



1. Less is more

When you're choosing or designing your MPI inspection sheet, it's important that the information is relevant and easy to decipher. A cumbersome and over embellished inspection sheet makes presentation difficult for your employees and confuses your customers. Hit the key areas and build value in inspections and other complimentary services you provide.

2. Be Prepared

Have the necessary equipment and forms available. Too many times dealerships find themselves out of forms or cannot print one due to lack of paper or ink. If you are printing MPI forms, place a printer in a centralized location accessible to everyone involved and ensure you stock enough ink cartridges. If you stock forms, make sure you have a process in place and more than one person that knows how to order them. The MPI form is one of the most valuable tools you have, be prepared.

3. Inform vs. defend

Be proactive. Introduce MPI during the walk around or at the time of write-up with a customer. Share with them what your MPI process looks like and what they can expect when it's completed. When you let them know upfront and build value in this process you will set the stage for presentation of your findings. Inform about MPI first so you do not have to defend it later.

4. Presentation

To get the most out of your MPI process, you must get the information into the customers' hands and present the findings in a professional manner. Whether a customer is waiting in your lounge or dropped their vehicle off, utilize MPI as a sales tool to report the findings and help them make a buying decision. When repairs are completed, the active delivery becomes the culmination of the entire process. It gives you a chance to let the customer know about all the hard work you did for them. As you go over

completed maintenance or repairs, share with them the health of the vehicle and plant the seeds for the future visits.

5. Practice, drill and rehearse

If you do not inspect what you expect or train and reinforce your process consistently, pack it up, call it quits, it's broken. Make it part of your daily activities to review technicians findings, spot check completed vehicles and listen to your advisors' introductions and presentations of MPI. Training, practicing and scrimmaging will help your technicians and advisors become more comfortable with this process. Help your team members get better at these simple activities and watch their results improve.

If you are looking to hold your people accountable to a process that generates more sales, increases profit and creates happier customers, it is time for you to revisit your MPI process. Remember to keep it simple, be organized, inform first and utilize it as a sales and retention tool. Finally, the only way to truly manage it is by getting off the sidelines and getting involved. ■

For more information, please contact Francis Fagan with Automotive Development group at 312-608-4979 or ffagan@adgtoday.com. Francis is the Regional Training Director for Illinois and Indiana. At Automotive Development Group we put the emphasis on training. Visit our website for our training calendar and to meet our nationally renowned trainers. www.AutomotiveDevelopmentGroup.com.

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