

# 'Selling on the Drive'

## One Day Curriculum:

- + **Service Advisor Performance Evaluation Quiz.**
- + **The Five Things Your Customers Want.** (Service Manager Roundtable, 2010).
- + **The Five *Most Important Things* Customers Want in Any Service Experience.** (White House Department on Consumer Affairs).
- + **Video** – Building a 'Customer Culture' Attitude.
- + **30+ Service Advisor Tools for Daily Success.** (incl. handouts)
  - Diagnostic Menus
  - Multi-Point Inspections
  - Tri-fold Menus
  - Tire Tread Marketing Tool
- + **Video** – Professional Character/Attitude
- + **Commitments to Success.** (see note below)
- + **The Write-Up;** how to use as a sales tool.
- + **The Walk-Around Inspection;** effective sales processes that guarantee increase \$/RO.
- + **Working Lunch** (Provided)
- + **Vehicle Walk-Around Participation;** each student performs an actual vehicle walk-around.
- + **Vehicle Walk-Around Critiques;** tips, discussion.
- + **Selling Extended Service Contracts;** extend the sales life of your current warranty customers.
- + **Dealing with Service Objections;** how objections become opportunities
- + **Every Customer is in a Hurry;** fewer customers, slower processes produce more \$.
- + **Video** - Customer Service Produces Income
- + **Personal Goal Setting;** how to set and succeed with simple and effective goals.
- + **Business Math;** professional business equations you should understand.

NOTE: *Commitments to Success:* Throughout the class each student is asked to identify and commit on paper to three professional skills and three sales and customer service techniques that they are not currently using; each of which they will add to their professional repertoire. (These are documented and monitored with the student)

NOTE: *Dollars per RO:* Each student brings to class their current Customer Pay dollars per RO figure. This too is documented and followed to measure student commitments to success.

On-going Student Support:

- Each student will receive a take-home three ring binder of modules discussed during the class. Included within the notebook are numerous and effective word-tracks that students may use and/or adapt for dealing with customer objections and various sales processes.
- Students are referred to and encouraged to participate in the *FORUM*; a new professional resource for fixed operations managers and staff.
- Students will receive periodic professional articles, updates, motivational training videos, personal and professional development tools.
- Students will receive a professional newsletter providing industry updates, professional links, and fixed operations management tools.
- Students will have access to the Mitchell Automotive Services website '*Tool Box*'. A valuable and continually updated assortment of e-documents, printable contracts and agreements, pay plans, internet links, sample forms, management tools, etc.