

ONSITE TRAINING SYNOPSIS: INCLUDING MANAGEMENT, BUSINESS DEVELOPMENT CENTER, AND QUICK LUBE



ONSITE TRAINING

- Expert trainers spend 85% of their time on the drive, coaching, critiquing, roleplaying, and writing service if need be.
- Advisors will learn to professionally approach and greet the customer each and every time.
- Advisors will learn a professional 4-point walk-around process and how to walk around Every Car, Every Time® while at the same time reducing the write-up time to 7.5 minutes or less.
- Advisors will be able to set the customer up for realistic expectations with the use of the Full Service Promise®.
- Advisors will learn how to take control of the customer and the sale. Customer survey scores will increase by managing customer expectations.
- Advisors will learn how to ask proper diagnostic questions.
- Advisors will close more sales and eliminate customer objections.
- On average, a 5/10th increase in hours per repair order will be seen within 10 days of installing our processes.

MANAGER TRAINING

- Financial Management: Reviewing and Training with the financial statement and all pertinent accounts that are related to the Service Department.
- Service Gross and Net Profit's: In depth review of Shop Supply Account (where most dealers have their lunch eaten).
- Departmental Statistics and measuring your departmental performance, against industry standards.
- Process Building in the Service Department, Do's and Don'ts Personnel hiring, disciplining, rewarding and when to let go.
- Communicating effectively with our fellow employees, customers and the community
- Writing Job Descriptions that really work for the team. Watching your Warranty Expenses and ways to keep them in check.
- Our Manager Training program will cover a variety of topics geared toward developing leadership, maximizing your team's capabilities, and optimizing performance.

BDC TRAINING

- Trainers will work with BDC manager and reps, cross-training them to understand the service department operations. This ensures consistency between departments.
- BDC team will learn how to properly schedule based on shop capacity and capabilities.
- Trainer will implement word tracks for effective customer communication and setting expectations.
- Trainer will set up incentive program for BDC team to encourage the up sell, thus infusing a sales "culture" within the department.
- Create a follow-up process for the BDC to maximize missed opportunity with previously declined services.



QUICK LUBE TRAINING

- Trainers will ensure there is appropriate management and processes in place.
- Trainer will work with manager to ensure proper staffing (including techs and writers), based on shop capacity and capabilities.
- Advisors will learn how to up-sell from the initial write-up, further creating a sales "culture" and increasing HPRO.
- Trainer will help to create consistent and effective branding and merchandising.
- Improve production and workflow based on dealership location and demographic.



**CONTACT 800-248-2931 FOR
MORE INFORMATION!**

OR VISIT AUTOMOTIVESERVICETRAINING.COM TODAY!