Service Advisor Training

Powered by Steve Shaw

Topic Overviews:

Why Customers Buy is a discussion that starts with learning the real world objections the customer is hearing on the service drive. These typically include various need, time and money objections. Once this is established the class will move into features and benefits, needs and wants and the value of dealership service. Attendees will learn the ultimate reasons a customer is servicing their car.

MPI Presentation is a course on the best approach to presenting the multi-point inspection to the customer. Attendees will learn how to create a need for the customer to buy now from the service department. The service advisor will understand this learning the Pass/Fail Approach.

Maintenance Menu Presentation is a course on how to present the service menu to the customer. There are three steps to presenting the maintenance to a customer. The advisor will learn to present: 1) Minimum requirement from the manufacture, 2) The additional services the dealership offers and 3) selling the alignment on the service drive.

Winning the Customer is a course on how to get great CSI and online reviews. Training involves using the proper word tracks throughout the whole transaction from Welcome, MPI Introduction, Walk Around Introduction, Customer Shop Communication, CSI words and Social Media reviews.

All courses have lecture, workbooks, practice sessions (role-play) and group discussions.

TRAINING AGENDA

9:00 – 11:00 a.m.	Why Customers Buy
11:00 – 1:00 p.m.	MPI Presentation
1:00 – 3:00 p.m.	Maintenance Menu Presentation
3:00 – 4:00 p.m.	Winning the Customer – CSI

*There will be one hour allotted to lunch (on your own).

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