

Service Advisor Excellence Series

Service Advisor Excellence is a valuable tool in gaining industry tips and strategies to immediately use in your service lanes. Throughout these courses, the Advisor will learn how to build value in themselves and the Dealership by creating differentiation and representing a consistent, professional service department. Learn how to ask for the sale, how to engage the customer in the process and how to really listen to the customer to ensure complete satisfaction and gain customer loyalty.

- SAE101 **Connecting With Customers** - Learn proven communication techniques that will help you to connect with your customer better. Effectively demonstrate that you are prepared to service their needs, assuring your customer their car is in good hands.
- SAE102 **The Interactive Walk-Around** - Separate yourselves from average aftermarket repair shops. Discover the power of doing a pre-inspection walk-around and how it is a very effective way to develop customer trust.
- SAE103 **The Vehicle Inspection Process** - Protect your customer's investment and your dealer's reputation. Learn to perform a successful vehicle inspection that creates rapport, trust, and upsell opportunities with your customers.
- SAE104 **The Prime Item** - Strengthen your daily customer interactions as you learn to diagnose vehicle issues more accurately and quickly.
- SAE105 **Interviewing The Customer** - These strategic tools and tips will ensure you are asking the right questions during the Prime Item assessment phase, resulting in a detailed write-up for your technicians.
- SAE106 **Menu Selling** - Build confidence in your presentations skills. Discover how and why you should present the maintenance menu to every service customer.
- SAE107 **FAB For Service** - Increase your sales opportunities by refining your product presentation skills using the advantages and benefits of each featured service you provide.
- SAE108 **Price Transparency** – Today's service customers are looking for the best value. Understand how important pricing transparency is to the modern consumer in today's market.