

Selling in the Service Lane Series

The Selling in the Service Lane series focuses on the Service Advisor. Throughout these courses the advisor will learn how to build value in themselves and the Dealership, by creating differentiation and presenting as a consistent, professional service department. Attendees will cover 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.

- SRS101 Friendly Meeting & Greeting** – Learn the steps that will ensure the customer reception is thorough and complete
- SRS102 Professional Vehicle Walk Around** – Learn the steps to starting and completing a vehicle walk around and why this is an important part of the write up process
- SRS103 Vehicle Inspection** – Review the proper vehicle inspection process and what to do once you capture all the inspection data
- SRS104 Listen to the Prime Item** – Focus on how to obtain customer's concern
- SRS105 Restate the Prime Item** – Proper communication techniques are reviewed to make sure the customer knows their concern is identified
- SRS106 Presenting the Menu** – Best practices for reviewing and presenting the service menu with the customer
- SRS107 Ask for the "OKAY" on Recommended Services** – Review the sales techniques to confirm the sale of needed maintenance and repairs
- SRS108 Predictable Pricing in the Service Lane** – Learn what the "New" way of pricing jobs and maintenance can do for customer relationships and your overall confidence