



# Shop Of The Future Service Advisor Training

Brought to You by Results Marketing

## Your Service Advisor Spends THE Most Time Interacting With Your Customers?

### Some of what will be covered:

- **THE #1 Destroyer of Good Shop Marketing!!**
- **Being the Consultant vs. a Salesperson** – How they are different
- Marketing – The Service Advisor’s Role
- **Answering the Phone – Can be the Life or Death of the Shop**
- Preparing a Good Repair Order – Ask the right questions and...
- **Converting Customers to Clients to Advocates**
- Why you want Clients, not Customers
- **Conducting Business in a Professional Manner**
- First Impressions are Critical on the phone and in person
- **Handling an unhappy customer** – When you are judged MOST
- Selling in Today’s Economy to Today’s Consumer – What they want & will respond to!
- **Wowing your clients**
- Building Customer Loyalty – Client retention and the shop’s bottom line
- **What’s Important When Dealing with Women -- they’re different than men**
- Selling to today’s Consumer – Especially Millennials
- **Tips for increasing opportunities, i.e. higher average R.O.**
- Finalizing the Repair Order -- Points to review
- **The #1 Consumer Complaint – Most Get This Wrong!**
- The Service Advisor as an Asset to the Business versus an Expense!
- Includes a **follow-up group coaching call** with attendees after the training, including Q & A Session



✓ I want to sign up for the Shop of the Future Service Advisor Training! Investment for one day advisor training and ½ day owner “What’s Working Now” marketing presentation is only \$199 Per shop Attending. For an additional SA attendee for the same shop, total of only \$229.

Service Advisor Training - Friday May 3<sup>rd</sup> 8:30 – 3:30 --- Shop Owner Presentation – Sat. May 4, 8:30-1:00

\*\*\*\* Provide all contact info as we’ll be providing info for attendees prior to the training.

Shop Owner Name \_\_\_\_\_ Attendee(s) Name \_\_\_\_\_, \_\_\_\_\_  
\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

Shop Name \_\_\_\_\_ Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Address associated with the credit card if different from above: \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_ FAX \_\_\_\_\_

Card # \_\_\_\_\_ Expire \_\_\_\_\_ SIC \_\_\_\_\_

Signature X \_\_\_\_\_ Date \_\_\_\_\_

Providing this information constitutes your permission for Results Marketing, LLC to contact you regarding related information via mail, e-mail, fax, phone and recorded message.

Email completed form to [Lois@GreatResultsMarketing.com](mailto:Lois@GreatResultsMarketing.com)  
OR Fax completed form 877-376-2321