

# The Ultimate Service Advisor Training

*Brought to You by Dan Cricks*

## Just some of what will be covered during this 4-week online training:

- What Every Service Advisor Needs To Know --- The best-kept secrets of every Great Service Advisor
- **Consultant** versus Salesperson *Where the money is!*
- Marketing – Understand the basics --- It works best if your advisor is included.
- **Client Retention** Metrics (CRM) – Little Hinges move Big Doors
- “Creating” Lasting Client Loyalty – Separate your shop from the pack – *1% increase in retention adds 7% to profit*
- Answering the Telephone - Can be the Life or Death of your business
- **Preparing a Good Repair Order** – Ask the right questions and LISTEN
- Repair Order Documentation
- **Selling the Repair** – Must be able to sell to be successful
- Selling to today’s consumer – *What they want & respond to!*
- Finalizing the Repair Order – **12 points to review**
- Delivering the Vehicle – Very Important Part of the Process
- Technician Productivity – How can the SA help? --- **STOP** the *bleeding* of lost profits *Where the money is!*
- Selling Maintenance Services *Where the money is!*
- **Critical...Follow-up to** avoid the one and done!
- Avoiding missed opportunities
- Membership sales – *Adding \$money to your bottom line!*
- A **follow-up** group **coaching call** with attendees after they’ve been back, including Q & A Session
- A **follow-up** group **call with shop owners**
- **A ninja strategy to add 7-20% in sales with NO additional marketing or cost!**

“Dan gives us real life strategies, he pulls no punches, and everything he puts out gets us ‘real’ results.” Tim, Ind.

“Dan’s the real deal, he’s not just looking to put money in his pocket. This was the most intense training of my life!” Tony, Fla.

Yes, Dan I want to sign up \_\_\_\_\_ people for the 4-week online Ultimate Service Advisor Training! My investment is only \$397 Per Person Attending for a total of \$\_\_\_\_\_

Owner Name: \_\_\_\_\_ Shop Name: \_\_\_\_\_

Address associated with the credit card: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

**Credit Card #** \_\_\_\_\_ **Expire Date** \_\_\_\_\_ **SIC** \_\_\_\_\_

Signature: \_\_\_\_\_ 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 form to [Lois@GreatResultsMarketing.com](mailto:Lois@GreatResultsMarketing.com) or fax to 1-877-376-2321