



Advisor PRO Basic

Get ready to learn the basic processes and communication skills required to be a top performing Service Advisor.

Telephone Techniques for Maximum Owner Retention

You will learn effective telephone techniques that set more appointments, create more sales opportunities and increase customer satisfaction

- Chapter 1** Who's Calling and Why?
- Chapter 2** How to Sell More Appointments
- Chapter 3** Making an Upsell Presentation
- Chapter 4** How to Advise on Special Order Parts
- Chapter 5** Proactive Phone Etiquette

Role Play Simulator

Now practice the telephone techniques you've learned by role-playing. Remember, the keys are to avoid diagnosing, avoid quoting price, and focus on getting the appointment.

- Chapter 1** Role Play #1: Avoid Diagnosing Over the Phone
- Chapter 2** Role Play #2: Upsell Presentation
- Chapter 3** Role Play #3: Avoid Quoting Price Over the Phone

Exceeding Your Customer's Expectations

Your customers don't want you to simply meet their expectations, they want you to exceed them! Learn about opportunities to build in value and how to skillfully communicate with your customers so they look forward to coming back to your dealership.

- Chapter 1** What Do Your Customers Really Want?
- Chapter 2** Effective Customer Communication
- Chapter 3** Check & Advise Repair Orders
- Chapter 4** Preparing the Estimate
- Chapter 5** No Charge
- Chapter 6** The Three C's



Advisor PRO Advanced

This advanced course builds upon the processes and techniques learned in the Basic course. You'll master the art of customer communication by learning how to present menus and vehicle inspection results, as well as how to overcome customer concerns and objections.

Service Drive Processes for Top Performers

Learn why the Service Drive Process is so important! It begins with a proper meet and greet and, before your customer leaves the service drive, it ends with an active delivery and scheduling their next appointment.

- Chapter 1** Meet & Greet, Qualify & Investigate
- Chapter 2** Explain Courtesy Inspection & Walk Around
- Chapter 3** Select and Present a Product or Service
- Chapter 4** Demonstration & Trial Close
- Chapter 5** Close the Sale
- Chapter 6** Active Delivery & Next Appointment

Overcoming Objections

Master techniques that help you identify your customer's ACTUAL objections and overcome them.

- Chapter 1** How to determine your customer's ACTUAL objection
- Chapter 2** Using Feel, Felt, Found and other techniques
- Chapter 3** It's OK to fail sometimes

Advisor PRO Top Performer

Is your goal to be average? In this series, you'll dive deeper into what makes a DealerPRO Advisor a Top Performer: how to exceed "average" industry benchmarks, how to beat the Aftermarket, how to control each and every sale and how NOT to be average!

Profit Builders Workshop Series - Advisors

Is your goal to be average? In this series, you'll dive deeper into what makes a DealerPRO Advisor a Top Performer: how to exceed "average" industry benchmarks, how to beat the Aftermarket, how to control each and every sale and

- Chapter 1** The Definition of Average
- Chapter 2** Setting More Appointments
- Chapter 3** Who gets more sales training?
- Chapter 4** Review Vehicle History
- Chapter 5** Start with Good News
- Chapter 6** Who controls the sale?
- Chapter 7** The 80/20 Rule



Manager PRO Basic

Establish a foundation for your Fixed Ops Department by crafting a business plan with the goal of 100% Service Absorption. Let's get started!

How to Achieve 100% Service Absorption

In order to achieve 100% Service Absorption, you must first determine how many dollars of additional Fixed Ops Gross Profit is needed.

- Chapter 1** Defining Service Absorption
- Chapter 2** Reducing Your Expenses
- Chapter 3** Increasing Profit Margins
- Chapter 4** Increasing Your Sales per Repair Order
- Chapter 5** Increasing the Number of Repair Orders
- Chapter 6**

Accountability for Maximum Performance

You'll learn proven strategies for setting both individual and departmental goals, selling your employees on the value of having goals, and how to hold employees accountable in achieving their goals.

- Chapter 1** Define Your Expectations
- Chapter 2** Establish Goals the S.M.A.R.T. Way
- Chapter 3** Selling Your Employees the S.M.A.R.T. Way
- Performance Tracking & Reviews are Essential
- Identify Road Blocks to Achieving Goals and Take Action

Manager PRO Advanced

As a Manager, you're expected to produce results. Learn how a consistent Service Drive Process, along with establishing specific objectives for your employees, and measuring/evaluating their performance, gets the results you expect!

Managing The 12-Step Service Drive Process

First, determine your objectives for your department. What are your sales goals? Gross profits? What margins do you need to maintain? Then measure and inspect daily!

- Chapter 1** Establish Objectives and Measure Daily
- Chapter 2** Inspect What You Expect Daily

Pay Plans that Compensate to Motivate

Review compensation strategies that reward Top Performers and reduce employee turnover in your Fixed Ops Department.

- Chapter 1** Advisor Pay Plans
- Chapter 2** Performance-Based Pay Plans for ALL Technicians



Manager PRO Top Performer

Learn how the dynamics of your Service Department are preventing your Advisors from achieving Top Performer status.

Profit Builders Workshop Series-Managers

Learn how the dynamics of your Service Department are preventing your Advisors from achieving Top Performer status.

- Chapter 1** Commitment to Change
- Chapter 2** Where We are Today
- Chapter 3** Fighting Fires
- Chapter 4** Service Absorption
- Chapter 5** Used Vehicle Reconditioning Exercise
- Chapter 6** Importance of Effective Labor Rate
- Chapter 7** The Cheapest Oil Change in Town
- Chapter 8** Performance Boards

Dealer/GM PRO Performance Series

Don shares tips and "best practices" Dealers and General Managers can use to increase your fixed operations profits--starting TODAY!

Leadership Series for Increasing Fixed Ops Profits Part I

Don shares tips and "best practices" Dealers and General Managers can use to increase your fixed operations profits--starting TODAY!

- Chapter 1** Comfort Zone vs. Accountability
- Chapter 2** Do You Have a BHAG?
- Chapter 3** It's Cheaper to Keep Your Customers
- Chapter 4** TRAINING: Expense or Investment?
- Chapter 5** You are Not Running a Democracy
- Chapter 6** How About a Little Support for Fixed Ops?
- Chapter 7** Make 10K
- Chapter 8** Maximize Your Service Growth
- Chapter 9** Profit Improvement Plans
- Chapter 10** Putting Your Customer FIRST



Dealer/GM PRO Performance Series

Don shares tips and "best practices" Dealers and General Managers can use to increase your fixed operations profits--starting TODAY!

Leadership Series for Increasing Fixed Ops Profits Part II

Don shares tips and "best practices" you can use to increase your fixed operations profits--starting TODAY!

- Chapter 1** Owner Retention vs. Owner Replacement
- Chapter 2** Keep Your Customer Coming Back
- Chapter 3** Why Do You Have Inactive Service Customers?
- Chapter 4** What's NEW?
- Chapter 5** TECHNOLOGY: Use it or Lose it
- Chapter 6** Survive or THRIVE?
- Chapter 7** Get Serious About Service
- Chapter 8** When Performance is Measured it Improves
- Chapter 9** Gross Profit is a Matter of Discipline
- Chapter 10** The Right People Properly Trained Equal Record Profits
- Chapter 11** You Need a Fixed Operations Sales Team
- Chapter 12** Service Writer vs. Service Advisor part I
- Chapter 13** Service Writer vs. Service Advisor part II
- Chapter 14** The 80/20 Rule
- Chapter 15** What is a Technician Worth?
- Chapter 16** The PRO Success Quadrant

RV Advisor PRO Top Performer

Is your goal to be average? In this series, you'll dive deeper into what makes a DealerPRO RV Advisor a Top Performer: how to exceed "average" industry benchmarks, how to beat the Aftermarket, how to control each and every sale and how NOT to be average!

Profit Builders Workshop Series-Managers

Learn how the dynamics of your Service Department are preventing your Advisors from achieving Top Performer status.

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