



Advisor PRO Basic Certification

Course 1: Telephone Techniques for Maximum Owner Retention

- 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

Course 2: Role Play Simulator

- Chapter 1** Avoid Diagnosing Over the Phone
- Chapter 2** Upsell Presentation
- Chapter 3** Avoid Quoting Price Over the Phone

Course 3: Exceeding Your Customer's Expectations

- 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 Certification

Course 1: Service Drive Processes for Top Performers

- 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

Course 2: Overcoming Objections

- 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 Certification

Course 1: Profit Builders Workshop Series-Advisors

- 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

Advisor PRO Master Certification

Course 1: Putting Your Customer FIRST

- Chapter 1** The Primary Mission of a Service Advisor
- Chapter 2** An Enemy Called Average
- Chapter 3** Putting Your Customer FIRST
- Chapter 4** The Art of Selling
- Chapter 5** Since When Is Selling a Bad Thing?
- Chapter 6** Menus Can Make a Difference
- Chapter 7** The Five Rules of Engagement
- Chapter 8** Aftermarket vs. Dealer: How to Compete and Win
- Chapter 9** The PRO Success Quadrant