



# Service technicians

## The real faces of your dealership

Today's technicians are vital to a dealership but not solely because of their ability to turn a wrench.

**B**eyond a receptionist, few people in a dealership stand to have more contact with customers than service technicians.

"So much of a dealership's reputation centers on how well service technicians perform their jobs and interact with customers," says Jim Facente, a trainer with the Dealer Institute, the educational division of the Western Equipment Dealers Association (WEDA).

"When a customer has a question about an equipment repair or a problem with the repair, the service department usually gets the call," adds Facente. "However, quite a few service technicians are not as skilled as others in dealerships when it comes to communication and this can shoot holes in delivering an exceptional customer experience."

Facente, a former dealer, says many equipment businesses spend tens of thousands of dollars on business cards, advertising, uniforms, business logos, fancy invoices, and sales training but often overlook how much customers rely on the real faces of the business – the service technicians.

"Credibility is a big word with consumers," notes Facente, who conducts customer experience webinars for the Dealer Institute. "It speaks of trust and people with equipment problems or repairs need to know they're speaking with a skilled communicator."

Today's technicians are vital to a dealership but not solely because of their ability to turn a wrench. Technicians need to be able to suggest additional repairs, plus know how to deal with difficult or angry customers without becoming confrontational or making inappropriate comments, how to build customer loyalty, and, most impor-



Jim Facente, Dealer Institute

tantly, how to provide an exceptional customer experience.

Because of the broader role technicians have in working with customers, Facente worked with the Dealer Institute to create a new customer experience training program specifically for service technicians. The program is based on how top service technicians interact with customers and represent your business.

The 90-minute program is conducted by webinar and attendees will hear recorded interviews of some of the equipment industry's top service technicians and learn what they do to create an exceptional customer experience.

"We have interviewed hundreds of technicians throughout North America and we're excited to offer this new program to Western's members," says Facente. "Since it's webinar-based, employees won't have to leave their dealerships and that saves time and money on travel and expenses."

The service technician program is offered to members of the Western Equipment Dealers Association at \$199 per person. Plus, dealers will receive one free registration for every 10 technicians enrolled. "We also offer follow-up videos to employees who go through the training," says Facente. "The brief videos reinforce the concepts presented during the training program." **WED**

**For information about the service technician training program,** dealers may call the Western Equipment Dealers Association serving their area or write to Jim Facente at jim@css12.com.



## Dealer Institute at a glance

A full-service educational, training and consulting resource

The Dealer Institute was launched in January of 2015. According to John Schmeiser, CEO of WEDA, the Dealer Institute is a resource where dealers can benefit from programs that will help them tackle business challenges facing their organizations.

"For over 125 years, dealers have trusted the association to be the industry's advocate and provider of solutions," says Schmeiser. "We didn't just expand services by launching the Dealer Institute... we did a comprehensive reorganization of the educational arm of the association to give dealers more opportunities for business success."

In addition to providing classroom training for dealership personnel, hosting industry seminars, conducting webinars, and facilitating on-site consulting services for all departments, the Dealer Institute's key focus is developing solutions to help dealers with emerging business markets, something lacking within the equipment industry.

"It's important that all dealers have access to the same quality programs, services and support," says Cory Hayes, vice president of training and education for WEDA. "By reorganizing our education and training efforts, we have developed topical and affordable courses that focus on a dealer's bottom line, provide real-world solutions and help them make continuous business improvements."

For information about the Dealer Institute, dealers may call their regional Western association offices:

- Canadian Region, Calgary, Alberta, at 800-661-2452
- Southwest Region, Kansas City, Mo., at 800-762-5616
- Pacific Northwest Region, Salem, Ore., at 800-933-7437