



# SERVICE COUNTER SALES TRAINING

## DEVELOPING PEOPLE TO GROW YOUR BUSINESS

Four of the five top reasons customers stay with a specific dealership are an organization's ability to provide parts, service and product support. Your front-line service staff have more significant conversations with customers than anyone else in the dealership and can deeply affect customer satisfaction, loyalty, and wallet share.

### What We Offer

This one-day program is designed specifically for frontline service employees. Participants will learn the importance of proper work order documentation, time management, value of a technician's hours of labor and interpersonal and communication skills to improve the customer experience.

### How You Benefit

Service staff will learn how to create a positive customer service experience, increase service revenue and impact a customer's next buying decision.

### Who Should Attend

Recommended attendees are service managers, service counter sales personnel, service administrators, service advisors, and other key dealership leaders.

### Why Dealer Institute?

Dealer Institute programs are entirely dealer-focused and aimed at helping dealers tackle their industry-specific business challenges. The Dealer Institute is the trusted resource for dealers looking for a business development partner to help them excel within their marketplace and thrive in an ever-changing business environment. Our trainers, consultants and partners have years of real-life experience in agricultural equipment dealership operations of all sizes.

- ✓ **CUSTOMER SERVICE**
  - The importance of parts service and product support on customer buying decisions
  - Personal professionalism
  - Customer interaction
  - Effective follow-up
  - Internal customers (wholegoods & parts departments)
  - Supplier relations (sublet suppliers)
- ✓ **DEPARTMENTAL PROFITABILITY**
  - Understanding basic service financials
  - Developing a direct "line of site" from everyday decisions and the impact they have on profitability
  - Understanding service labor sales, non-labor sales, and lost time
  - Department expense control
  - Identifying profitability "leaks"
- ✓ **VALUE-ADDED SERVICE SALES**
  - Selling the value of proactive service programs
  - Extended warranty programs
  - Selling related parts with service packages
- ✓ **PHONE SKILLS**
  - Effective telephone communication skills
  - Tracking incoming calls
  - Gathering information
  - Improving follow-up and problem solving
  - Proactive service sales skills
- ✓ **CONFLICT RESOLUTION**
  - Handling difficult customers professionally
  - Handling customer payment or credit issues
  - Professionalism when dealing with suppliers or warranty disputes
- ✓ **TIME MANAGEMENT**
  - Personal time management
  - Proactive vs reactive time management
  - Value of a technician's hour
  - Understanding service productivity
  - Understanding technician efficiency
  - Proven technician work order documentation to improve efficiency
  - Providing better customer value with improved documentation

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A Division of the Western Equipment Dealers Association

