



# 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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