



DEALER INSTITUTE

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 influence on 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. Service Counter Sales training can be offered in-person or virtually to meet the needs of your dealer organization. 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 sales professionals will learn how to the importance of documentation, managing hours, increase parts sales while understanding the direct impact of customer satisfaction, retention and discounting. Participants will learn the key components to be a successful revenue generating service counter sales professional.

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.



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



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)



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

US 800.762.5616 | CA 800.661.2452 | DEALERINSTITUTE.ORG

A Division of the North American Equipment Dealers Association



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