



DEALERPROTM
HEAVY DUTY

**PERFORMANCE DRIVEN
FIXED OPS TRAINING**

Service Excellence
Confidence • Trust • Satisfaction

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PERFORMANCE DRIVEN FIXED OPS TRAINING



Table of Contents

About DealerPRO	Page 3
In-Dealership Training—Service Advisors	Page 4
In-Dealership Training—Management Team	Page 5
Performance Driven Training Plans.....	Page 6
In-Dealership Training – Service Advisors/ Service Drive.....	Page 7
DealerPRO SMART Menu.....	Page 8
DealerPRO Training Center	Page 9
DealerPRO VTN Online Interactive Service Training.....	Page 10
DealerPRO Profit Builders Workshops—Management Team.....	Page 11



PERFORMANCE DRIVEN FIXED OPS TRAINING

About DealerPRO

DealerPRO Training is the Largest Performance Based Fixed Operations Training Organization in North America. Our exclusive Performance Driven Training builds your team into top customer retention specialists.

Don Reed, CEO of DealerPRO Training, has worked with hundreds of dealerships and dealer groups across the U.S., Canada and the U.K. teaching them how to increase profits in fixed operations.

DealerPRO's Heavy Duty Truck Division is committed to addressing the unique challenges in the Heavy Duty Service and Parts operation, while increasing gross profits and decreasing down time.

Don has conducted workshops for Navistar, NTP-Stag, NADA Convention workshops and webinars, RVDA, GM, Chrysler, Nissan, and Subaru and writes regularly for *AutoDealer Monthly*, *AutoSuccess*, *Fixed Ops*, *RVPRO*, and *Dealer* magazines.

Our proven, in-dealership performance driven training initiatives have produced additional gross profits for dealers that beat their previous year's performance by up to 40% or more.

We've accomplished these remarkable results by training, teaching and coaching the dealership service team on Putting Your Customer FIRST...on each and every visit.

We are so confident in these performance driven processes that we even base our compensation on the dealer's profit improvement.

Simply put, if we don't increase gross profits—we don't get paid.

Don Reed-CEO & Founder



Jennifer Elsken-CFO & Partner



PERFORMANCE DRIVEN FIXED OPS TRAINING



Service Advisor In-Dealership Performance Driven Training

Service Advisors-Road to a Sale Telephone Sales Techniques

- Appointment Process
- Communication Skills
- Scheduling Appointments
- Phone Scripts
 - Avoid Quoting Price
 - Never Diagnose
 - Emergency Situations
- Is it Covered Under Warranty?
- Staying in Contact with Your Customers
- Selling Maintenance on the Phone

The 12 Step Service Drive Process

- Implement Triage Process
- 10 Mistakes Every Advisor Must Avoid
- Success Formula
- Goal Setting
- The Stages of Change
- Service Advisor vs. Service Writer
- Prepare for Success "Daily Checklist"
- Active Delivery
- Advisor Write-up Scripts
- Advisor Sales Scripts
- Menu Presentation
- Putting the Customer at Ease
- Offer Choices
- Performing a Walk Around with Every Repair Order
- Estimate Sheet Completion
- Selling from the MPI
- Maximizing Technician Productivity
- Lost Sales Follow-up
- Customer Personality Profiles
- CSI Script

Service Advisors-Performance Metrics

- Understanding Flat Rate
- Understanding Productivity
- Increasing Technician Productivity
- Maximizing Up Time

Service Advisors-Top Performer Selling The Basics of Feature Benefit Presentations

- Product Knowledge
- Product Features & Benefits
- Additional Services & Maintenance
- Frequently Asked Questions about Maintenance

Overcoming Objections

- Understanding Objections
- Overcoming Objections

Advanced Selling Skills

- The Philosophy of Selling Service
- Closing Techniques
- Selling Via Email
- Retaining New Sales Customers



PERFORMANCE DRIVEN FIXED OPS TRAINING



Management Team In-Dealership Performance Driven Training

Evaluating & Motivating Employees to Succeed

- Eight Steps to Success
- What is a Manager
- Triangle Management
- Necessary Attributes of a Manager
- Goal Setting
- Necessary Employee Attributes
- Motivating Employees
- Think Success
- The Service Manager's Job Description
 - First Thing in the Morning
 - Sales Performance Review
 - Advisor Sales Meeting
 - The Road to a Sale
 - MPI Evaluation
 - Accountability Meetings
 - Weekly Performance Reviews
- Directing Employees Through Change
- Comfort Zone
- The Manager's Road to a Sale
- Ten Reasons Managers Don't Succeed
- Eight Steps to Accountability

Financial Statement Analysis

- Understanding the Numbers
- Three ways to Increase Gross Profit
- The Essential Eight
- Tracking Production
- Expense Controls

Maximizing Technician Production

- Understanding Productivity
- Increasing Productivity
- Dispatching for Maximum Productivity
- Selling Appointments

Business Plan Development

- It's Cheaper to Keep Them
- How we Lose Customers
- Increasing RO Traffic

Hiring Top Performers

- Advertising Options
- Job Fairs
- Interview Questions
- Personality Profiles
- Background Checks
- Share Your Expectations

Advanced Production Structures

- Evolution of the Service Department
- Lateral & Simple Support Groups

Building Effective Maintenance Menus

- Structuring Menus
- Pricing Strategies
- Parts Price Averaging
- Labor Time Averaging
- The Importance of "Choices"
- Flush Services



REDUCE DOWN TIME WITH PREVENTIVE MAINTENANCE

Performance Driven Training Plans

Performance Based Plan:

Dealer pays to DealerPRO a commission on the Customer Pay Parts and Customer Pay Labor Gross Profit increase by comparing each month of the agreement term with the corresponding month of the prior year, plus a Monthly Maintenance & Monitoring Fee. Dealer reimburses DealerPRO Trainer for their minimal travel expenses to include round trip coach airfare, rental car, per diem and lodging.

Initial Installation & Training: 2 Trainers for 5 days each

Follow Up Training: 3 Days per month for 13 months

Monthly Monitoring & Maintenance

- *Daily PRO Performance Tracking for Technicians*
- *Daily PRO Performance Tracking for Service Advisors*
- *13 Monthly PRO Performance Customer Pay Tracking Reports*
- *13 Monthly PRO Performance Accountability Action Plans*
- *DealerPRO VTN Training for Management Team*
- *DealerPRO VTN Training for Service Advisors*
- *DealerPRO VTN Accountability Testing & Certification*
- *PRO Menu Unlimited Upgrades*
- *PRO Recruiting & Screening of New Hires*

Fixed Fee Based Plan:

Dealer pays to DealerPRO a fixed daily rate for each training day plus a Monthly Monitoring & Maintenance Fee. Dealer reimburses DealerPRO Trainer for their minimal travel expenses to include round trip coach airfare, rental car, per diem and lodging.

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PERFORMANCE DRIVEN FIXED OPS TRAINING



Energize Your Service Sales Team!

- *Increase Service Sales by up to 40% • Maximize Up Time*
- *Increase Profit Margins • Increase Traffic • Maximize CSI and Owner Retention*

To save you time, scheduling problems and expense, DealerPRO will bring our team of experts to your door, no matter how many doors you have. For example, for one five location dealer group, we provided simultaneous training at each location. Our team of experts will come to your dealership to empower your service team with proven processes and techniques to help you achieve 100% service absorption.

Our exclusive Performance Driven Training builds your team into the nation's top customer retention specialists.

The 12 Step Service Drive Process

- Meet & Greet the Customer
- Investigate the Customer's Needs
- Conduct a Unit Walk-Around with the Customer
- Select a Product or Service (Menu & Inspection)
- Give a Feature/Benefit Presentation
- Get a Pre-Approval for Mechanical Repairs
- Trial Close
- Review the Sale
- Overcome Objections
- Close the Sale
- Active Delivery of Unit to Customer

Overcoming Objections

- Qualifying Objections
- Tools for Overcoming Them
 - Feel – Felt – Found
 - Feel – Felt – Found with Plan B
 - Instant Reverse
- Overcoming the Fear of Rejection

Telephone Skills for Advisors

- How to Convert Incoming Phone Calls into Appointments
- How to Avoid Quoting Price & Sell Appointments
- How to Avoid Diagnosing over the Phone
- How to Sell the Primary Item
- How to Make an Up-Sell Feature/Benefit Presentation

Exceeding Your Customer's Expectations

- What Customers Expect
- Effective Communication
- Check and Advise Repair Orders
- Asking for a Pre-Approval
- Preparing the Estimate (under promise and over deliver)
- No Charge
- The Three "C's"



PERFORMANCE DRIVEN FIXED OPS TRAINING



Empower Your Customers to Choose Recommended Services...

A Powerful Sales Tool To Increase Service Sales Up To 30% or More!

SMART Menu: Your Constant, Consistent Sales Tool

100% of your customers are presented with
100% of their unit's scheduled maintenance items
100% of the time!

Service Drive customers interact with an electronic menu offering three levels of service ...

1. Minimum Recommended Services and included inspections
2. Preferred Services
3. Additional Services

Service is specific to make, model, mileage and drivetrain so pricing is immediate and accurate ... (you input your rates)

Give Your Customers the Opportunity to Buy

All the choices are clearly presented. The SMART Menu digital format is authoritative, building trust and confidence while empowering the customer to choose.

Complete customization gives you maximum flexibility in products and services that you want presented, every time to every customer.

When customers choose, they choose more ... up to 30% more!

The Sales Tool That Works

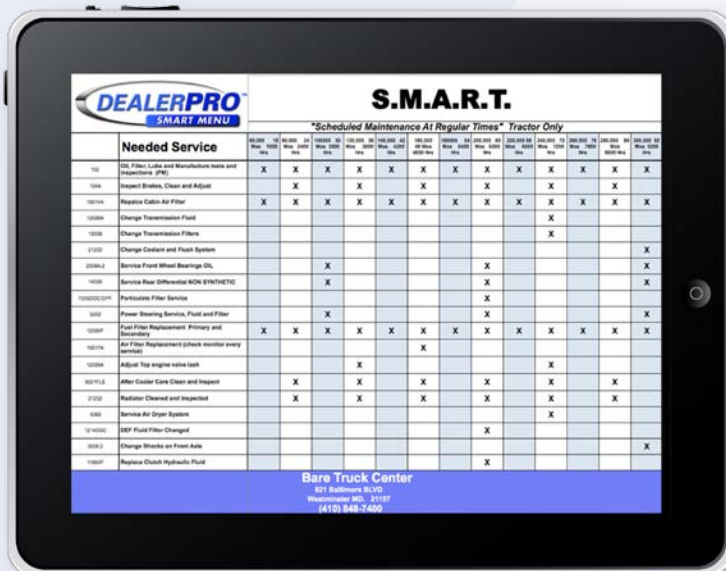
Proper maintenance is critical to unit performance. PRO SMART Menu (Scheduled Maintenance At Regular Times) presents not only the manufacturer's recommended maintenance at the customer's specific mileage interval, but also added maintenance items.

SMART Menu Expands Your Sales Opportunities

- Helps customers better realize their unit's requirements
- Encourages customers to upgrade their service experience
- Allows for easy-to-run specials
- A menu of services for the next visit can easily be printed before the customer leaves

Reporting

- Track number of Presentations
- Track number of Accepts versus Declines
- Measure Sales Performance by Advisor
- Provide Full Accountability for User Compliance
- All Reports are in Real Time DAILY





PERFORMANCE DRIVEN FIXED OPS TRAINING

High Voltage Training Center Boosts your Service Sales and CSI!

The DealerPRO Training Center offers the perfect solution to sagging service sales performance—a jolt of highly charged sales power.

**For Service Advisors: Two 2-Day Courses—
Initial Training and Advanced Training.**

For the Management Team—One 3-Day Course.

Our Training gets you interactively involved to sharpen your communication skills and drive more service traffic.

SERVICE ADVISOR TRAINING 101: 2 Days

Putting Your Customer FIRST

- Telephone Techniques for Selling Service Appointments
- Technical Awareness for Feature/Benefit Presentation
- Techniques for Giving Feature/Benefit Sales Presentations
- The Customer FIRST 12 Step Service Drive Process
- Communication Skills for Increased Sales and CSI



SERVICE MANAGEMENT TEAM TRAINING: 3 Days

How to Achieve 100% Service Absorption

- Fixed Operations Performance Metrics
- Telephone Techniques for Top Performing Advisors
- Maximizing Shop Productivity
- Parts and Service Guides to Net Profit Improvement
- How to Manage the 12 Step Service Drive Process
- Evaluate and Motivate Employees to Change
- Learn to Recruit Top Performers
- Design a Customer FIRST SMART Maintenance Menu
- Build a Profit Improvement Plan

Includes: 3 Full Days of Interactive Training, Role Playing, Profit Calculators, Financial Statement Analysis and Test Certification, 4 Training Manuals, 4 Profit Calculators, Menu Template, Profit Improvement Plan and Lunch.



SERVICE ADVISOR TRAINING 201: 2 Days

Maximizing CSI and Owner Retention

- Develop Customer FIRST Feature/Benefit Presentations
- Advanced Selling Skills
- Overcoming Objections
- Customer FIRST Communication Skills for Maximum Owner Retention
- Maximizing Technician Productivity
- Understanding Parts and Service Profitability Guides

Each Course Includes: 2 Full Days of Interactive Training with Role Playing and Test Certification, 2 Training Manuals and Lunch.

INTERACTIVE ONLINE TRAINING AND CERTIFICATION



Don Reed, CEO
DealerPRO Training

By Training Your Team in the Art of Putting Your Customer FIRST, You Will:

- Exceed Customer Expectations • Build Owner Retention and CSI
- Sell More Appointments • Overcome Objections • Control the Sale
- Increase Your Service Sales Penetration

Tune Up Your Service Team's Skills To Energize Sales & Customer Satisfaction!

Advisor Track, 7 Courses, 39 Chapters

PRO Basic Certification – 3 Courses, 14 Chapters

1. Telephone Techniques for Maximum Owner Retention
2. Role Play Simulator
3. Exceeding Your Customer's Expectations

PRO Advanced Certification – 5 Courses, 23 Chapters

4. Service Drive Processes for Top Performers
5. Overcoming Objections

PRO Top Performer Certification – 6 Courses, 30 Chapters

6. Profit Builders Workshop Series - Advisors

PRO Master Certification – 7 Courses, 39 Chapters

7. Putting Your Customer FIRST

Management Track, 7 Courses, 49 Chapters

PRO Basic Certification – 2 Courses, 10 Chapters

1. How to Achieve 100% Service Absorption
2. Accountability for Maximum Performance

Advanced Certification – 4 Courses, 14 Chapters

3. Managing the 12-Step Service Drive Process
4. Pay Plans that Compensate to Motivate

Top Performer Certification – 5 Courses, 22 Chapters

5. Profit Builders Workshop Series - Managers

Dealer/GM/MGR Performance Series

6. Leadership for Increasing Fixed Ops Profits part I
7. Leadership for Increasing Fixed Ops Profits part II

FREE Test Drive!

More than 200 service & sales courses ...

WWW.DPVTN.COM



PERFORMANCE DRIVEN FIXED OPS TRAINING

Profit Builders Workshops Dealers | General Managers | Fixed Operations Managers

This is Face-to-Face Interactive Training at Its Best

DealerPRO high intensity workshops are designed for the Dealer Management Team (Principal, GM, CFO) and Fixed Ops Managers (Service, Parts and Body Shop). Each workshop can be tailored to fit the time and format required. You get Profit Building Ideas you can put to work right away.

- Four Essentials to Achieving 100% Service Absorption
- Implementing the Four Essentials to 100% Service Absorption
- Essential Eight Controllables for Maximum Profits
- Managing the Essential Eight Controllables
- Converting Service Leads to Sold Services
- Build Your Own Profit Improvement Plan
- The Service Customer 5 Rules of Engagement
- Take Your Fixed Ops Team from Good to **Great!**



Here's how our attendees rate our *Profit Builders Workshop* on a scale of 1 to 10:

Content of the workshop **9.6**

Value to your dealership **9.6**

Speaker presentation **9.8**

What our attendees say ...

"Best Service Manager training I've been to ..."

"Don and his TEAM know their stuff!"

"Simple solutions for complicated situations."

"Excellent, easy to follow and very helpful."

"Step out of the box and you will make more money."

"Learned how to increase productivity & sales while maintaining CSI."

"Motivating! I am anxious to go back to my store and implement these ideas!"





PERFORMANCE DRIVEN FIXED OPS TRAINING



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