Catalog of Services

The Don Reed
PRO Training Network

DEALERPRO™ VTN

DEALERPRO™ TRAINING

Performance Driven Training

Putting Your Customer FIRST

DEALERPRO™ TRAINING CENTER

Service Excellence

Confidence • Trust • Satisfaction

www.dealerprotraining.com

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Putting Your Customer FIRST

After spending over a decade training with Dealers and Fixed Operations Management Teams, we learned there was a real need to establish a primary focus on ***"Putting Your Customer FIRST."***

- **First** on the telephone
- **First** during the reception process
- **First** in the repair process
- **First** in delivering the vehicle

By installing our performance driven training and then coaching the entire Fixed Operations Team on these customer driven processes, we found that our dealers experienced record profits in their fixed operations by increasing owner retention, CSI and sales.

The Don Reed PRO Training Network

We then created the first training network in the auto and RV industry by offering a multitude of products and services to include …

- Profit Improvement Plans that enable you to start earning the profits you deserve
- In-dealership Training for Service Advisors and the Fixed Operations Management Team
- In-dealership Training for Vehicle Salespeople and the Sales Management Team
- Dealer*PRO* VTN--the best Online Interactive Training for both Service Sales and Vehicle Sales
- The Dealer*PRO* Training Center offers monthly classes to fit your schedule
- Our exclusive TOP 10-rated NADA Convention 'Profit Builders Workshops'
- SMART Menus that train your customers how to maintain safe and reliable vehicles
- Monthly Monitoring and Maintenance Plans to keep the momentum going for the long term
- Call Center Training to increase appointments and sales

When we created the synergy to put all of these *Performance Driven* products and services together and then recruited and trained some of the top Fixed Operations Specialists in the industry, the result became The Don Reed *PRO* Training Network.

The Don Reed PRO Training Network

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About Dealer*PRO*

Dealer*PRO* 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 Dealer*PRO* 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.

Don has been published in *AutoDealer Monthly, AutoSuccess, Fixed Ops, RVPRO*, and *Dealer* magazines. He has conducted NADA webinars, NADA Convention workshops and programs for NADA 20 Groups, state/local dealer associations, the Canadian Auto Dealers Association, RVDA, GM, Chrysler, Nissan, and Subaru.

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 to provide every customer with the highest level of service they possibly can 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

Some of our Clients

United States

SUBARU

CHRYSLER

CMDA
Chrysler Minority Dealers Association
Privilege By Association

GM

DADA
DETROIT AUTO DEALERS ASSOCIATION

CIMA

PEPBOYS

NADA

ncm ASSOCIATES

BG

RVDA

The 4th Annual Automotive BOOT CAMP

Saint Louis AutoDealers Association

14TH DIGITAL Dealer
CONFERENCE & EXPOSITION
May 7-9, 2013 · Orlando, FL

RVDA
The National RV Dealers Association
Powered by Dealers

NADA-ATD 2Group

GNYADA

GMMDA

VERMONT VADA

MOC

Tuffy Tire & Auto Service

AutoCON 2013

HATA

Greg Goebel

NADA UNIVERSITY

AutoNation

International

United Kingdom

ASE
Incorporating Trevor Jones

HONDA

RENAULT

VERTU Motors plc

PETER VARDY

Canada

TSI Auto Solutions

MURRAY

CADA

Europe

BAKER TILLY POLAND

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DEALERPRO IN-DEALERSHIP

Service Advisor In-Dealership Performance Driven Training

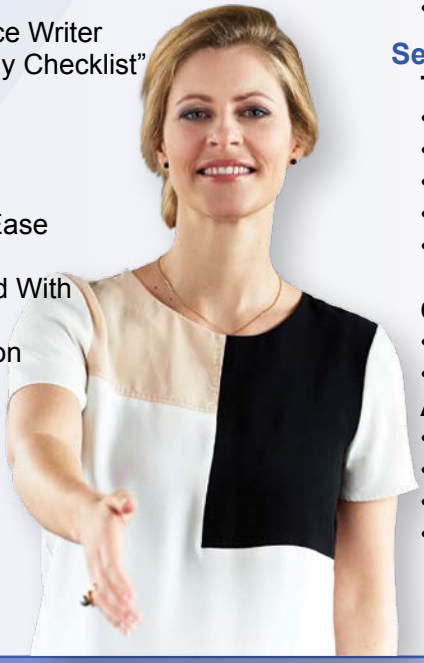
Service Advisors-Road to a Sale

Telephone Sales Techniques

- Appointment Process
- Communication Skills
- Scheduling Appointments
- Why Have a Telephone Structure
- Phone Scripts
  - Avoid Quoting Price
  - Never Diagnose
  - Emergency Situations
- Other Emergencies
- Is it Covered Under Warranty
- Staying in Contact with Your Customers
- Selling Maintenance on the Phone

The 12 Step Service Drive Process

- In the Dealer*PRO* Dealership
- 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 Script
- 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-Technical Awareness

- History of the Automobile
- 21st Century Technology Terms & Acronyms
- The Fundamentals of Motor Vehicle Technology
- Understanding Engine Systems
- Starting and Charging Systems
- Fuel Systems & Maintenance
- Exhaust Systems
- Engine Oil
- Tires and the Law
- Drivetrain Systems
- Steering and Suspension Systems
- Brake Systems
- Cooling Systems
- Air Conditioning Systems
- Car Lighting Systems

Service Advisors-Performance Metrics

- Understanding Flat Rate
- Understanding Productivity
- Increasing Technician Productivity
- The Dispatching Process

Service Advisors-Top Performer Selling

The Basics of Feature / Benefit Presentations

- Product Knowledge
- Product Features & Benefits
- Additional Services & Maintenance
- Important Items to Have Inspected
- Frequently Asked Questions About Maintenance

Overcoming Objections

- Understanding Objections
- Selling Accessories

Advanced Selling Skills

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

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DEALERPRO™ IN-DEALERSHIP

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
- Effective Marketing Campaigns
- Marketing Planner

Hiring Top Performers

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

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
- Domestic vs. Import Menus

Quick Lube Operations

- Compensate to Motivate
- Performance Benchmarks
- Competitive Parts Sourcing
- Production Structures
- Vehicle Health Checks
- Marketing Strategies

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Daily Performance Report—Service Advisors

ABC Motors

Month of:

Service Advisor:

	Yesterday	Avg. Day	Daily Goal	MTD	Travel Rate	Monthly Goal	Difference
Working Days for the Month	N/A	N/A	N/A	21	26	N/A	5
Retail Hours per Repair Order	***3.9***	***2.6***	***2.0***	***2.6***	***2.6***	***2.0***	***0.6***
Total Labor Sales (CWI)	$3,104	$2,068	$1,431	$43,432	$53,773	$37,215	$16,558
Retail Labor Sales	$2,613	$1,832	$1,020	$38,472	$47,632	$26,523	$21,109
Total Parts Sales (CWI)	$7,953	$2,061	$1,016	$43,285	$53,591	$26,423	$27,169
Retail Parts Sales	$6,612	$1,380	$694	$28,977	$35,876	$18,035	$17,841
Retail Effective Labor Rate	***$124.43***	***$105.09***	***$94.95***	***$105.09***	***N/A***	***$94.95***	***$10.14***
Total RO's	11	11	10	226	280	265	15
Retail RO's	7	8	5	158	196	140	N/A
Technician ASR's #	0	1.5	1.6	32	40	42	(2)
Technician ASR $	$0	$802	$403	$16,844	$20,855	$10,475	$6,369
Technician ASR's %	***0.0%***	***20.3%***	***30.0%***	***20.3%***	***20.3%***	***30.0%***	***-9.7%***
Advisor Menu Sales #	5	3.5	1.3	73.0	90.4	34.9	55.5
Advisor Menu Sales $	$1,838	$890	$336	$23,145	$28,655	$8,729	$14,415
Advisor Menu Sales %	***71.4%***	***46.2%***	***25.0%***	***46.2%***	***46.2%***	***25.0%***	***21.2%***
Labor Gross Profit Margin	***85.0%***	***N/A***	***80.0%***	***81.9%***	***N/A***	***80.0%***	***1.9%***
Parts Gross Profit Margin	***44.0%***	***N/A***	***45.0%***	***45.8%***	***N/A***	***45.0%***	***0.8%***

"When performance is measured it improves—when performance is pre-planned and measured it improves at a faster rate."

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Daily Performance Report—Management Team

ABC Motors

Month of: Jan-13

Service Advisor:

	Advisors Goal	Carlos	Becky	Lisa	Willy T	Totals	Total Shop Goal	CYMTD vs. Goal	Previous Year	CYMTD vs. PYMTD
Working Days for the Month	N/A	26	26	26	26	26	N/A	N/A	N/A	N/A
Retail Hours per Repair Order	***2.0***	***2.6***	***2.1***	***2.0***	***2.1***	***2.2***	***2.0***	***0.2***	***1.5***	***0.7***
Total Labor Sales (CWI) (Travel Rate)	$37,215	$53,773	$32,229	$25,591	$37,328	$148,921	$223,290	-$74,369	$181,689	-$32,768
Retail Labor Sales (Travel Rate)	$26,523	$47,632	$27,896	$21,412	$33,510	$130,450	$159,136	-$28,686	$117,535	$12,915
Total Parts Sales (CWI) (Travel Rate)	$26,423	$53,591	$28,183	$21,745	$32,489	$136,008	$158,536	-$22,528	$151,234	-$15,226
Retail Parts Sales (Travel Rate)	$18,035	$35,876	$17,308	$16,102	$26,423	$95,709	$108,213	-$12,504	$67,299	$28,410
Retail Effective Labor Rate	***$94.95***	***$105.09***	***$107.63***	***$109.77***	***$115.91***	***$109.02***	***$94.95***	***$14.07***	***$96.62***	***$12.40***
Total RO's (Travel Rate)	312.0	279.8	213.9	192.6	225.3	911.7	1747.9	-836.2	1589.0	-677.3
Retail RO's (Travel Rate)	139.7	195.6	138.3	111.1	168.4	613.4	921.8	-308.4	838.0	-224.6
Technician ASR's # (Travel Rate)	41.9	39.6	23.6	22.5	24.8	110.5	276.5	-166.1	N/A	N/A
Technician ASR $ (Travel Rate)	$12,570	$20,855	$9,696	$7,308	$12,294	$50,153	$82,962	-$32,809	N/A	N/A
Technician ASR's %	***30.0%***	***20.3%***	***17.1%***	***20.2%***	***14.7%***	***18.0%***	***30.0%***	***-12.0%***	***N/A***	***N/A***
Advisor Menu Sales # (Travel Rate)	34.9	90.4	36.6	42.5	45.8	215.4	276.5	-61.2	N/A	N/A
Advisor Menu Sales $ (Travel Rate)	$8,729	$28,655	$9,674	$8,578	$12,898	$59,805	$69,135	-$9,330	N/A	N/A
Advisor Menu Sales %	***25.0%***	***46.2%***	***26.5%***	***38.3%***	***27.2%***	***35.1%***	***30.0%***	***5.1%***	***N/A***	***N/A***
Labor Gross Profit Margin	***80.0%***	***81.9%***	***82.0%***	***84.3%***	***82.6%***	***82.5%***	***80.0%***	***2.5%***	***80.9%***	***1.6%***
Parts Gross Profit Margin	***45.0%***	***45.8%***	***40.9%***	***42.4%***	***41.8%***	***43.2%***	***45.0%***	***-1.8%***	***39.3%***	***3.9%***
Retail Labor Gross Profit	***$21,218***	***$38,994***	***$22,888***	***$18,047***	***$27,673***	***$107,601***	***$127,309***	***-$19,708***	***$95,086***	***$12,515***

"You can't manage what you don't measure."

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Profit Improvement Leaders

	Total Gross Profit	% Increase
Chevrolet Dealer (Minnesota)	$930,647	67.3%
Ford Dealer (Washington)	$458,294	29.5%
Toyota-Volvo-Volkswagen Dealer (New York)	$554,283	34.2%
Honda Dealer (Manitoba, Canada)	$370,460	36.4%
Chrysler-Dodge-Jeep Dealer (Indiana)	$350,971	123.4%
Ford Dealer (Manitoba, Canada)	$622,200	63.3%
Chrysler Dealer (Ohio)	$344,793	28.9%
Ford Dealer (California)	$328,759	28.9%
Mercedes-Benz Dealer (New York)	$588,070	29.7%
Honda Dealer (Kansas)	$342,872	33.4%
Ford Dealer (Arkansas)	$429,297	34.8%
Toyota Dealer (Pennsylvania)	$424,758	35.5%
KIA Dealer (Ohio)	$335,741	54.7%

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Be a Top Performer!

Add Service Gross Profits of $200K … $300K … $400K … $600K or more. Join the $200K Club with these High Performance Dealers –

Dave Heather, Lakeland Automotive

Our Top 100 Dealers Gained More Than $30 Million Added Gross Profit!

Akins Ford – **$200K** • All Star Dodge – **$200K** • Alton Blakley Ford Lincoln Mercury – **$200K** • Antelope Valley Nissan – **$200K** • Bankston Frisco CDJ – **$400K** • Bill Barth Automotive (Ford) – **$500K** • Bill Cooke Imports – **$500K** • Bob Stall Chevrolet – **$200K** • Bosak Honda Highland – **$200K** • Bowman Dodge – **$300K** • Brickell Motors – **$300K** • Brown Motors – **$200K** • Carousel Motors – **$300K** • Carquest Moyock – **$200K** • Century Motors – **$200K** • Clements Chevrolet - **$200K** • Cody Chevrolet – **$200K** • Courtesy Ford – **$200K** • Crown Toyota - **$200K** • Cumberland Valley Dodge – **$200K** • Cumberland Valley VW Subaru – **$200K** • D'ella Auto Group – **$300K** • Dantin Chevrolet – **$200K** • Dave Solon Motors – **$200K** • Dean McCrary Imports – **$200K** • Dishman Dodge – **$300K** • Ferraez Woburn – **$300K** • Findlay Chevrolet – **$200K** • Fort Dodge Ford – **$200K** • Fox Marquette – **$300K** • Fred Martin Motor Company – **$500K** • Germain Honda of Ann Arbor – **$200K** • Glenbrook Dodge – **$200K** • Glendale Chrysler Jeep – **$300K** • Gosch Toyota – **$200K** • Green Brook Pontiac Buick GMC – **$200K** • Green Buick GMC – **$200K** • Gus Johnson Ford – **$400K** • Hambleton LaGreca – **$200K** • Integrity Auto Group – **$200K** • Jack Ellena Honda – **$200K** • Jack Key Auto Group – **$200K** • Jack Wolfe Pontiac – **$300K** • Jaguar of Great Neck – **$300K** • Jennings Anderson Ford – **$300K** • Jolly John Auto City – **$200K** • Ken Wilson Chevrolet – **$300K** • Key Auto – **$300K** • Killebrew CDJ - **$200K** • Koons Chevrolet – **$200K** • Lakeland Toyota – **$200K** • Lance Buick – **$200K** • Lewis Ford – **$200K** • Lou Bachrodt Auto Mall – **$400K** • Lupient Buick – **$300K** • Lupient Chevrolet – **$900K** • Matthews Chrysler Jeep Subaru – **$300K** • McBride Chevrolet – **$300K** • McDonagh Chrysler Jeep – **$300K** • McDonagh Dodge – **$200K** • McMahon Ford – **$200K** • Miller VW – **$300K** • Murray Chevrolet (Estevan) – **$200K** • Murray Chevrolet (Ft. St. John) – **$200K** • Murray Chevrolet (Winnipeg) – **$400K** • North Bay Cadillac – **$300K** • O'Daniel Honda – **$200K** • Oliver C. Joseph – **$300K** • Owens Murphy Jaguar – **$200K** • Palmetto Ford – **$200K** • Parkside Ford – **$600K** • Patchetts Ford – **$300K** • Peruzzi Toyota – **$400K** • Rountree-Moore Chevrolet – **$300K** • Royal Gate Dodge – **$200K** • Sacramento Infiniti – **$200K** • Scott Jaguar – **$200K** • Shockley Honda – **$500K** • Snell Motors – **$900K** • South County Nissan – **$200K** • Sovereign Motors – **$500K** • TEAM Auto Chevrolet – **$200K** • Thompson Honda – **$200K** • Tomkinson Dodge – **$200K** • Toyota of Terre Haute – **$300K** • Tri Ford – **$300K** • Viking Buick – **$500K** • Warnock Dodge – **$200K** • Winnipeg Honda – **$200K** •

★★★★★Dealer Reviews★★★★★

*"Dealer*PRO *put a Profit Improvement Plan together and then rolled up their sleeves and helped us implement that plan. In just one year, we were able to increase our gross profit 36.8% − more than $400,000 over the previous year."*

Ryan Barth, Bill Barth Ford-Mazda-KIA, Mandan, ND

"We've achieved record gross profits that beat our previous year by over $204,000, with our best month improving over 75%. I'm a proud member of the Dealer*PRO $200K Club."*

Dave Heather, Lakeland Automotive, Sheboygan, WI

*"Dealer*PRO *helped us increase our customer pay labor. We started at the beginning at .9 hours per repair order and by the end of our training we were at 1.9 to 2.1 hours per repair order. It was an enormous increase in gross profit."*

Brian McBride, McBride Chevrolet Subaru, Plattsburg, NY

"We have significantly increased our customer pay gross per repair order and at the same time our customer satisfaction has also gone up. Our Service Advisors are now true salespeople."

John Widiger, Lou Bachrodt Auto Mall, Rockford, IL

"The results we have achieved have been spectacular! Every single month has resulted in a gross profit improvement of over 50% with a high watermark of 66.9% in May!"

Pat Steffensmeier, Snell Motors, Mankato, MN

"I've been in business for over 20 years, and just had my most profitable year due to the increase in net profit generated by our service and parts department."

Gus Johnson, Gus Johnson Ford, Spokane Valley, WA

"Our service team has increased our Customer Pay Parts and Labor Gross Profit by over 40%. Our best month showed an 87% increase over last year!"

Nathan Dietz, Key Auto Mall, Moline, IL

"We are well on our way to becoming bullet proof… If a Dealer is serious about getting to 100% Absorption and is willing to be totally involved in getting there then the answer is Dealer*PRO."*

Peter Gordon, Jolly John Auto City, Saco, ME

Ryan Barth, Bill Barth Ford-Mazda-Kia

Dwight Davidson, Davidson Auto Group

Brian McBride, McBride Chevrolet Subaru

★★★★★Service Advisor Reviews★★★★★

"I would just like to take a minute to give thanks to everyone at Dealer*PRO for their professional teaching and coaching … I was skeptical at first … but persistent coaching and advice has brought my hours per RO from 1.0 to 1.9 and pushing 2.0 within just a month.*

I feel my trainer has taken more time to teach me and push me to not only be more profitable and an asset for my company, but to also be more profitable for myself."

Chad Smith, Service Advisor, Lewis Ford, Fayetteville, AR

"I was averaging a little over 2.0 hours per RO. We brought in Dealer*PRO to improve our overall write up area and productivity.* Dealer*PRO gave us a daily process to follow and as a result I finished December with a 2.6 hour per RO average and I'm already averaging 2.8 for January.*

I also made the most money in my career this year and Dealer*PRO helped me get there."*

Dan Fritzinger, Service Advisor, Rothrock Motor Sales, Allentown, PA

"I really can't believe how much Dealer*PRO Training has given me. My sales have improved so much that I see myself outselling every imaginable goal that I've ever had without an extra thought now that I've completed the training.*

I now overcome 3.0 hours per RO each month with ease. Dealer*PRO training isn't just training…It's a new way of life for you, your dealership AND your customers!!"*

David Kendrick, Assistant Service Manager, Killebrew Dodge-Jeep, Victoria, TX

"I've learned many new skills and techniques to fine tune my job performance … I was very opposed to Dealer*PRO coming into our dealership. I was positive I wouldn't learn anything. But my sales, hours per RO, ELR, CSI and of course my paycheck have improved …"*

John Mier, Service Advisor, Patchetts Ford, Turlock, CA

"Two days into this adventure I became aware that we weren't just another client to them, they actually listened and cared. Dealer*PRO's representatives stood by our sides and worked with us on the service drive with our customers. There were daily training sessions and constant encouragement.*

We were treated as people. Dealer*PRO has helped our team grow and become a unit working towards the same goal and helping each other attain our individual goals.* Dealer*PRO followed through with their promise of increased profits, making my job easier and my paycheck has increased."*

Reba, Service Advisor, Hambelton LaGreca Chevrolet, Hutchinson, KS

Performance Driven Training Plans

Performance Based Plan:

Dealer pays to Dealer*PRO* 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 Dealer*PRO* 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
- Dealer*PRO* VTN *Training* for Management Team
- Dealer*PRO* VTN *Training* for Service Advisors
- Dealer*PRO* VTN Accountability Testing & Certification
- *PRO Menu* Unlimited Upgrades
- *PRO* Recruiting & Screening of New Hires

Fixed Fee Based Plan:

Dealer pays to Dealer*PRO* a fixed daily rate for each training day plus a Monthly Monitoring & Maintenance Fee. Dealer reimburses Dealer*PRO* 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
- Dealer*PRO* VTN *Training* for Management Team
- Dealer*PRO* VTN *Training* for Service Advisors
- Dealer*PRO* VTN Accountability Testing & Certification
- *PRO Menu* Unlimited Upgrades
- *PRO* Recruiting & Screening of New Hires

DEALERPRO SERVICE DRIVE

Energize Your Service Sales Team!

• Increase Service Sales by up to 40% • Reduce 1-Item Repair Orders
• Increase Profit Margins • Increase Traffic • Maximize CSI and Owner Retention

To save you time, scheduling problems and expense, Dealer*PRO* 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 Vehicle 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
- Make the Next Appointment
- Active Delivery of Vehicle 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, Appointment Coordinators & BDC Staff

- 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 Upsell Feature/ Benefit Presentation

Exceeding Your Customer's Expectations

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

Toll Free: 1.888.553.0100

info@dealerprotraining.com

DEALERPRO SMART MENU

Empower Your Customers to Choose Recommended Service Processes

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

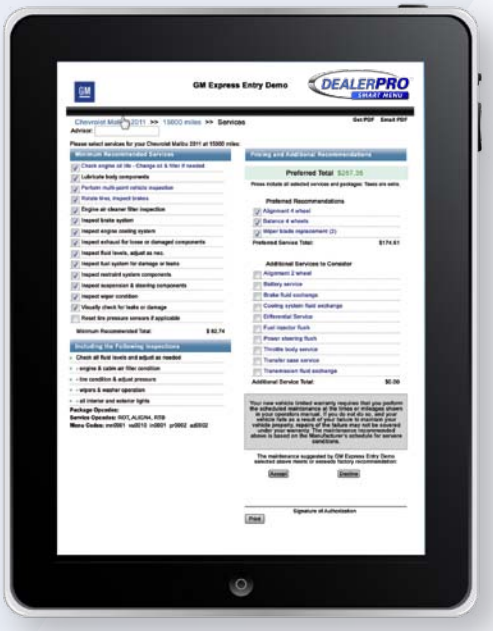
SMART Menu: Your Constant, Consistent Sales Tool

100% of your customers are presented with 100% of their vehicle'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/Total Car Care to Consider

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



Check out this sample Toyota PRO SMART Menu…

And this sample Ford PRO SMART Menu…

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 vehicle 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 vehicle'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

Toll Free: 1.888.553.0100

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DEALERPRO™ COLLISION

Increase Your Body Shop Sales and Customer Satisfaction

• Reduce Cycle Times • Boost Productivity
• Increase Sales per Transaction • Improve Insurance Company Relationships

Performance will accelerate as you increase Shop Productivity by up to 40%

- Faster Completion Times
- Increased Sales Per Repair Order
- Maximize Gross Profit Retention
- Improve Shop Layout and Production Systems
- Timely Parts Acquisition
- How to Build Inter-Industry Alliances
- How to Close More Estimates
- Monthly In-Dealership Performance Driven Training

This Training Will Build Your Profits!

Estimator Training

- Meet & Greet
- Prepare Estimates
- Present An Upsell
- Make An "Active Delivery"
- Build Better Insurance Adjuster Relationships
- Build Telephone Skills
- Increase Closing Ratio

Body Shop Manager Training

- Traffic Flow / Scheduling
- How To Manage The 8 Controllables
- Financial Statement Analysis
- Pay Plans That Motivate
- Performance Evaluations That Increase Productivity
- Stall Utilization
- Optimize Shop Productivity
- Increase Technician Productivity
- Estimator Closing Ratios
- Expense Control
- Gross Profit Retention

Dealer*PRO's* Body Shop Sales Training is tailored to your specific needs.
A popular choice is 5 days In-Dealership Training supplemented by 1-2 days a month follow-up for 6 months to ensure that the new processes are generating profits to plan.

Toll Free: 1.888.553.0100

info@dealerprotraining.com

DEALERPRO CALL CENTER

Sell More Service Appointments

Now you can make your Call Center (BDC) a powerful partner in achieving 100% Service Absorption

Get More Customers In The Door!

To achieve 100% service absorption you need to generate more service appointments. This roll-up-your-sleeves, let's-get-it-done In-Dealership training program is designed to educate, inspire and motivate your people to do just that.

- Higher Level Of Service For Every Customer
- Increased Customer Retention
- Increased Sales & Profitability
- Service Advisor Support

Reach your goals …

- Increase Customer Appointments
- Increase Service Sales at Reception
- Higher Conversion Ratio for Declined Repairs
- Maximize Shop Productivity
- Boost CSI

Your people will learn their responsibilities and how to perform them more effectively …

- Sell Service Appointments
- Initiate Pre-write RO
- Recommend Maintenance Services
- Maintain Appointment Schedule
- Customer Appointment Reminders
- Contact Special Order Parts Customers
- Contact No Shows to Reschedule
- Contact Open Recall Customers
- CSI Surveys
- Merchandise Service Promotions

Become More Effective

- How to Stay Off Price
- How to Avoid Diagnosing
- Maintenance Menu Presentations
- Appointment Reminder-Day before & No-Show
- Appointment Reminder-First/Next Appointment
- Special Order Parts
- Open Recalls
- Lost Souls
- Lost Sales
- How to Merchandise Service Promotions

Dealer*PRO* Call Center Training is tailored to your specific needs.

A popular choice is 5 days In-Dealership training supplemented by 1-2 days a month follow up for 6 months to ensure that the new processes are generating profits to plan.

Practice, Practice—
Effective scripts and role playing help them become more professional and effective …

Toll Free: 1.888.553.0100

info@dealerprotraining.com

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.

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 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.

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.

The boost you need – on your schedule!

DealerPRO Training Center COURSES EVERY MONTH

Each course is offered on a monthly cycle to fit your dealership's business requirements.

Toll Free: 1.888.553.0100

info@dealerprotraining.com

Owner Retention Begins with the Sale

"For your dealership to be the best it can be, your salespeople have to become the best of the best."

Tim Kintz, CEO
The Kintz Group

Pump Up the *Attitude, Energy* and *Success* of Your Sales Team!

High Performance Selling

- Sell to today's more informed buyers
- Use the selling quadrant to maximize every opportunity
- Handle tough price questions most customers have
- Effectively commit the customer to buy now
- Overcome the customer's objections to buying

Advanced Closing & Negotiating

- Discover the difference between closing and negotiating
- Close today's more informed buyers
- Overcome the customer's objections to buying
- Successfully set up a Win/Win negotiation
- Execute a fully transparent negotiation

Power Phone Skills

- Tap into your potential with incoming sales calls, internet leads and unsold prospects
- Turn incoming sales calls into appointments that show up
- Take the internet customer from click to brick to delivery
- Turn unsold prospects into be-backs that buy
- Measure your effectiveness to ensure continued growth

Follow Up & Prospecting

- Grow through effective customer retention
- Generate referrals from your current customer base
- Recapture your customers that are not actively doing business with your dealership
- Prospect in your service department and get results
- Develop a daily follow-up and prospecting plan to ensure success

Excellence Through Vision & Goals

- Avoid the most common mistakes with setting goals
- Consistently grow by focusing on the Success Quadrant
- Develop your long-term vision, business plan and dreams
- Set goals to achieve your long term vision and business plan
- Prioritize your goals, develop and execute a specific plan to achieve them

New Hire Boot Camp

- What is your true sales potential?
- The core selling skills for success
- How to sell to today's more informed buyers
- How to effectively close and overcome objections
- How to set up a successful win/win negotiation

The Don Reed PRO Training Network

DEALERPRO™ VTN

MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!

TWICE THE TRAINING ... HALF THE PRICE

A Personal Trainer in your Dealership, working with your Team every day, 24/7!

MORE CONTENT • MORE INTERACTIVITY • MORE ACCOUNTABILITY • BETTER RESULTS

This one-on-one training commands complete attention from your Sales and Service Team. Through interactive training sessions, reinforced with brief tests, Dealer*PRO VTN ensures a full understanding and comprehension of over 200 performance-driven sales and service courses. Your Team will develop the necessary skills to become Top Producers who drive more sales, increase profits and improve CSI!*

- Training Anytime, Anywhere, Any Device
- Phone, Tablet, Laptop, Desktop
- Short, Concise Courses
- Testing on each Course Builds Success
- Increase Sales
- Reduce Turnover
- Ongoing Refresher to Maintain Peak Performance
- Know Exactly when a Course is Completed with Easy to View Reports

ACT NOW!
$795/month
FREE Test Drive!
WWW.DPVTN.COM

100% Accountability puts your Managers in the driver's seat, giving them access to reports, real-time progress tracking and certification completion.

Toll Free: 1.888.553.0100

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The Don Reed PRO Training Network

DEALERPRO VTN

MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!

Don Reed, CEO
Dealer*PRO 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

PRO Advanced Certification – 4 Courses, 14 Chapters

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

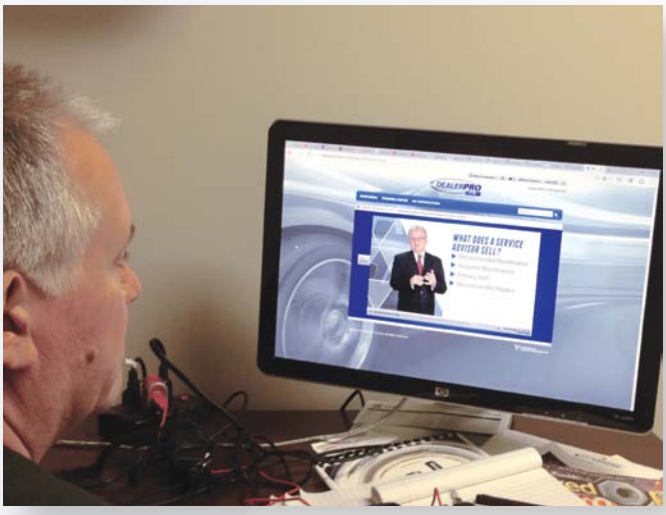
PRO Top Performer Certification – 5 Courses, 22 Chapters

5. Profit Builders Workshop Series-Managers

Dealer/GM/MGR Performance Series
7 Courses, 49 Chapters

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



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The Don Reed PRO Training Network

DEALERPRO VTN

MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!

Empower Your Sales Team with Confidence, Motivation and Sales Skills that Consistently Outperform!

• Execute a Fully Transparent Negotiation • Commit the Customer to Buy Now • Maximize Every Opportunity • Turn Shoppers into Buyers • Overcome Customer Objections • Increase Sales Gross and CSI

Tim Kintz, CEO – The Kintz Group

Rev Up Your Sales Team's Skills & Energy To Maximize Opportunities & Get Results!

Six High Energy Modules, 114 Chapters

Quick Start To High Performance Selling
14 Chapters

Selling Skills For Top Performance
18 Chapters

High Performance Selling:
Sales Quadrant #1: Reassure & Build Trust
16 Chapters

High Performance Selling:
Sales Quadrant #2 : High Impact Presentation/Demo
16 Chapters

High Performance Selling:
Sales Quadrant #3: Closing & Overcoming Objections
33 Chapters

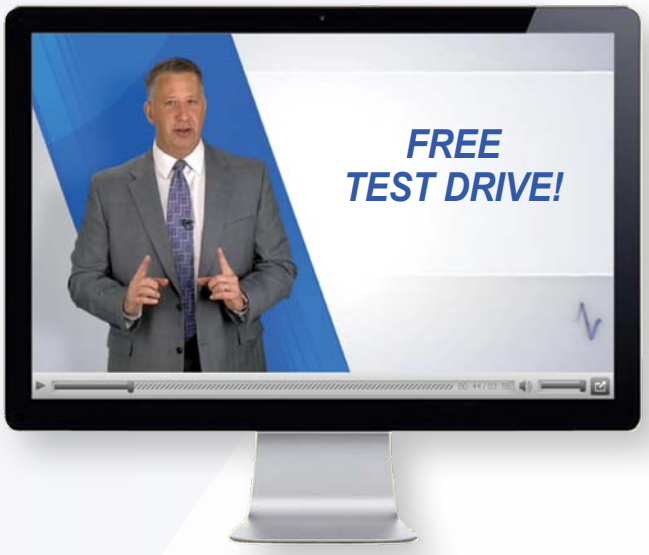
High Performance Selling:
Sales Quadrant #4: Executing the Negotiation –
17 Chapters

COMING SOON!

- Excellence Through Vision And Goals
- Turning Incoming Sales Calls Into Sales
- Closing Your Unsold Prospects
- Follow Up & Prospecting For Top Performers
- Converting the Internet Lead Into a Sale

Upcoming Sales Management Courses

- Quick Start to High Performance Sales Management
- How To Become A High Achieving Leader
- Effectively Managing Your People and Process
- How to Train to Retain Top Performers
- Coaching Strategies for Maximum Performance
- Professional Desking and Negotiating Techniques
- Recruiting and Hiring a Team of Top Performers
- Contests, Spiffs And Bonuses To Motivate Your Team



FREE Test Drive! More than 200 service & sales courses … WWW.DPVTN.COM

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Profit Builders Workshops

Dealers | General Managers | Fixed Operations Managers

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

Dealer*PRO* 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
- Three Rules for Maximum Marketing ROI
- Converting Service Leads to Sold Services
- The Power of Quick Lube Operations
- Keeping Your Customers Engaged Online
- 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!"

Toll Free: 1.888.553.0100

info@dealerprotraining.com

Profit Builders Workshop Video Reviews

There are many reasons why Don's workshops are so highly regarded. Here are a few …

Don provides a workshop experience like no other. Don has developed his dynamic workshop content for the Dealer Management Team (Principal, GM, CFO), Fixed Ops Managers (Service, Parts and Body Shop) and Service Advisors.

Click on these videos to hear what some of our Workshop Attendees had to say or go to our website…

www.dealerprotraining.com

Nuno Reis, Bancroft Chrysler Jeep

Cynthia Brown, Dartmouth Dodge

Phil Millette, Daimler Chrysler Northeast Business Center

Keith King, Albany Dodge

Kim Albert-Pietrzyk, Classic Chrysler Center

Don Reed's Quick Tips Videos

Do You Have a BHAG?

BHAG. Short for Big Hairy Audacious Goal. This creates the vision for the company, its managers and its employees. BHAG becomes the driving force behind the entire organization.

It's Cheaper to Keep Customers

How much do you spend per customer per month to keep the customers you already have? Does 100% service absorption sound good to you? 100% service absorption will enable any dealer to withstand any downturn in new and used vehicle retail sales.

You Are Not Running a Democracy

As a dealer you are the ultimate decision maker. Aren't you the one who made the investment in property, equipment, inventory and personnel? Most dealers have accountability in place for the sales department. Your processes are not optional based on who buys into them are they? Why should fixed operations be any different?

Network Partners

MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!

The Don Reed
PRO Training Network

"These companies share our commitment to excellence—to help Dealers become more profitable by developing stronger long-term relationships with their customers."

Don Reed

THE KINTZ GROUP

The Kintz Group partners with you to develop, facilitate and execute a training program tailored to your needs. We deliver the most innovative training available in the market and more importantly - we'll bring it to you. Let's develop a customized training program targeting your goals so you can get the ongoing results you deserve!

Tim Kintz

CALLREVU360 Get Dialed In!

Callrevu's real-time text and email alerts help save dealership's multiple deals a day. With a robust dashboard that provides managers a tool to see into their dealership's phone calls, Callrevu provides them with meaningful analyses of the entire phone process and its effect on profitability and customer retention.

Chip King

CIMA

CIMA Systems works like a virtual BDC, providing unlimited, automated two-way communications that engage your customers and prospects in the right way, at the right time, with the right message. Says Lee Iacocca: "CIMA Systems is the greatest tool I have ever seen hit the automotive industry."

Gary Nixon

DEALER INFLUENCE

Dealer Influence helps dealers improve their online reputation by preventing negative reviews from being published on the major review sites. Instead, unsatisfied customers share their experience offline, giving the dealer the opportunity to address issues and satisfy the customer BEFORE posting.

Peter Martin

DEALER STRONG

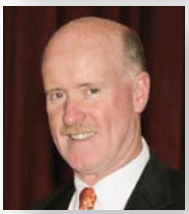
DealerStrong is a leader in Special Finance Training for the automotive industry and provides a variety of Special Finance services including training (special finance & BDC), peer groups, and marketing programs to drive showroom traffic for dealerships of all sizes and levels of operation.

Greg Goebel

INSIGHT15 CUSTOMER LOYALTY & RETENTION

Insight Media is founded on the belief that dealers must cultivate customer loyalty to achieve long-term success, with the key being Fixed Ops. "Dealers can spend $700 in advertising to sell a vehicle. Once the deal is done, the only way a dealer can recover that investment is to service the vehicle … for life."

Greg Noonan



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Catalog of Services

The Don Reed PRO Training Network

DEALERPRO™ VTN

DEALERPRO™ TRAINING

DEALERPRO™ TRAINING CENTER

Performance Driven Training

Putting Your Customer FIRST

Home Office:
1020 Taylor Station Road, Suite B
Gahanna, OH 43230
888.553.0100

Don Reed
dreed@dealerprotraining.com

www.dealerprotraining.com

Service Excellence

Confidence • Trust • Satisfaction