



The Don Reed
PRO Training Network

Catalog of Services



Performance Driven Training

Putting Your Customer FIRST



Service Excellence
Confidence • Trust • Satisfaction

www.dealerprotraining.com

MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!

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MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!

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
- One Day Service Advisor workshops that build your team into Top Performers on the drive
- DealerPRO VTN—the best online interactive training for Service Sales
- The DealerPRO Training Center offers quarterly 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.



MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!

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.

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



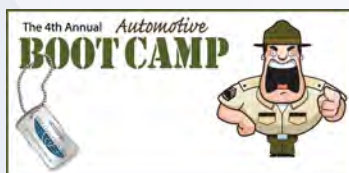
Voted #1 by Auto Dealers Nationwide!

MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!

Some of our Clients

DealerPRO has trained thousands of service professionals – domestic and import – in more than 750 dealerships nationwide. In addition, many organizations – associations, dealer groups, national service providers, 20 Groups, event sponsors – have invited DealerPRO to conduct training sessions for their members, employees and attendees.

United States



AutoSuccess



International

United Kingdom



Canada



Europe



BAKER TILLY
POLAND

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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

Maximizing Technician Production

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



Business Plan Development

- Three ways to Increase Gross Profit
- 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

MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!



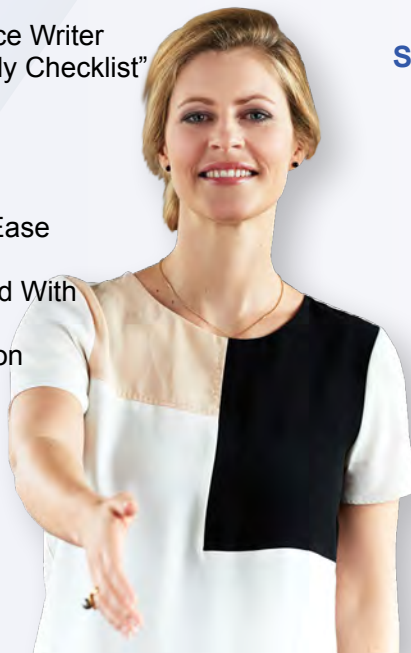
Service Advisor In-Dealership Performance Driven Training

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

Customer FIRST Service Drive Process

- In the DealerPRO 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

MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!

Daily Performance Report—Management Team

ABC Motors

Month of:

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 # (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 %	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.”

MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!

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	3.0	2.3	2.0	2.3	2.3	2.0	0.3
Total Labor Sales (CWI)	\$3,885	\$3,127	\$1,621	\$65,670	\$81,306	\$42,157	\$39,149
Retail Labor Sales	\$2,613	\$1,956	\$1,176	\$41,085	\$50,867	\$30,574	\$20,293
Total Parts Sales (CWI)	\$3,766	\$2,722	\$1,686	\$57,159	\$70,768	\$43,843	\$26,925
Retail Parts Sales	\$2,512	\$1,499	\$1,152	\$31,489	\$38,986	\$29,962	\$9,024
Retail Effective Labor Rate	\$124.43	\$109.87	\$109.19	\$109.87	\$109.87	\$109.19	\$0.67
Total RO's	11	11	10	237	293	265	28
Retail RO's	7	8	5	165	204	140	N/A
Technician ASR #	3	1.6	1.6	33	41	42	(1)
Technician ASR \$	\$687	\$354	\$404	\$7,437	\$9,208	\$10,500	(\$3,063)
Technician ASR %	42.9%	20.0%	30.0%	20.0%	20.0%	30.0%	-10.0%
Advisor Menu Sales #	5	2.6	1.3	55.0	68.1	35.0	33.1
Advisor Menu Sales \$	\$1,838	\$463	\$337	\$12,038	\$14,904	\$8,750	\$3,288
Advisor Menu Sales %	71.4%	33.3%	25.0%	33.3%	33.3%	25.0%	8.3%
Labor Gross Profit Margin	81.0%	N/A	80.0%	81.8%	N/A	80.0%	1.8%
Parts Gross Profit Margin	44.0%	N/A	45.0%	45.7%	N/A	45.0%	0.7%

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

MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!

Profit Improvement Leaders

	Added 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%

MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!

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 – **\$600K** • All Star Dodge – **\$200K** • Alton Blakley Ford Lincoln Mercury – **\$200K** • Antelope Valley Nissan – **\$200K**
• Bankston Chrysler Dodge Jeep – **\$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** • Buerkle Honda – **\$900K** • Carousel Motors – **\$300K** • Carquest Moyock – **\$200K** • Century Motors – **\$200K**
• Clements Chevrolet – **\$500K** • Cody Chevrolet – **\$200K** • Courtesy Ford – **\$200K** • Crown Toyota – **\$300K** • 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** • Green Hyundai – **\$300K** • Green Toyota – **\$300K** • Gus
Johnson Ford – **\$400K** • Hambelton LaGreca – **\$200K** • Integrity Auto Group – **\$200K** • Jack Ellena Honda – **\$300K** • 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 Chrysler Dodge Jeep – **\$200K** •
Koons Chevrolet – **\$200K** • Lakeland Toyota – **\$200K** • Lance Buick – **\$200K** • Lewis Ford – **\$400K** • 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) – **\$800K** • 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** • Wendle Ford – **\$300K** • Willowdale Dodge Chrysler Jeep – **\$200K** • Winnipeg Honda –
\$300K • Woodson Honda – **\$500K** • Zimmerman Honda – **\$200K**

MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!

★★★★★Dealer Reviews★★★★★

"DealerPRO 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 DealerPRO \$200K Club."

Dave Heather, Lakeland Automotive, Sheboygan, WI

"DealerPRO 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 DealerPRO."

Peter Gordon, Jolly John Auto City, Saco, ME



Ryan Barth, Bill Barth Ford-Mazda-Kia



Buerkle Honda — \$900K improvement



Murray Fort St. John — \$800K improvement

MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!

★★★★★Service Advisor Reviews★★★★★

"I would just like to take a minute to give thanks to everyone at DealerPRO 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 DealerPRO to improve our overall write up area and productivity. DealerPRO 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 DealerPRO helped me get there."

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

"I really can't believe how much DealerPRO 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. DealerPRO 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



Akins Ford — \$600K improvement

"I've learned many new skills and techniques to fine tune my job performance ... I was very opposed to DealerPRO 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. DealerPRO'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. DealerPRO has helped our team grow and become a unit working towards the same goal and helping each other attain our individual goals. DealerPRO 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

MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!

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 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.

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 Recruiting & Screening of New Hires



MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!



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, 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.

Customer FIRST Service Drive Process

- Pre-Appointment Preparation
- Meet & Greet
- Interview & Investigate
- Confirm Concerns
- Initiate the MPI & Walk-Around
- Select a Product or Service
- Feature Benefit Presentation & Demonstration
- Trial Close
- Close the Sale
- Active Delivery

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"



"Thanks to you, since your training, my service absorption has never been below 113%, my hours per RO continue to increase and my effective labor rate is up."

Gus Johnson, Gus Johnson Ford

MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!



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

MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!



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

DealerPRO 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 ...*

MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!

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
- 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 **9.8**

Value to your dealership **9.9**

Speaker presentation **9.9**

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!"



MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!

One-Day Wonders: Workshops that Energize Your Service Sales Team!

How to Put Your Customer FIRST • Increase Service Sales

- *Reduce 1-Item Repair Orders • Increase Profit Margins • Increase Traffic*
- *Set and Keep More Appointments • Maximize CSI and Owner Retention*

Our roll-up-your-sleeves, let's-get-it-done One-Day Workshops are designed to educate, inspire and motivate your people ... with dynamic selling skills and customer communication techniques that increase hours per RO and improve profitability!

DealerPRO Training can hold a One Day Workshop in your store, at a regional off-site conference location, or with one of our preferred partners like Hunter Engineering.

One-Day Service Advisor Workshop

Service Advisor vs. Service Writer

- What do YOUR Customers want?
- The Sales Experience
- Service Advisor Traits your customers like and dislike
- Comfort Zone vs. Change
- The Primary mission of a Service Advisor
- 10 Mistakes every Advisor Must Avoid
- SMART Goal Setting
- "Prepare for Success" Daily Checklist

Telephone Techniques

- Primary mission when answering the phone
- Shocking facts on incoming calls
- Alleviating customer fears
- The value of selling ONE more appointment
- Phone etiquette and controlling the conversation
- Active listening
- 4 Levels of Competence
- Phone Scripts and writing your own
- Scheduling strategies

Customer FIRST Service Drive Process

- Developing consistent sales skills
- Mastering feature/benefit presentations
- Selling from a maintenance menu
- What to do with "every repair order"
- Selling from the MPI

One-Day BDC Workshop

Benefits of a Business Development Center

- Capturing more customers than your competition
- Customer Retention affects all departments

Goals of a Well-Trained BDC Staff

- Increasing profitability and service sales at reception
- Retaining more customers with lost sales calls and customer satisfaction surveys

Key Auto Industry/Service Operation Terms Communication Skills

- Getting your message across over the phone vs. in-person
- Types of questions and when to use which type
- Active listening

Appointment-Setting and Scheduling Processes

- Avoid quoting price, avoid diagnosing
- Overcome objections
- The best way to quote time estimates
- Schedule by Advisor, labor hours or # of appointments

Effective Phone scripts for all situations

- Lost sales
- Open recall
- Selling maintenance
- Avoiding quoting price
- Avoiding diagnosing

Responsibilities of a Service BDC

- Inbound, outbound calls
- Pre-Writes
- Reminder calls, emails and texts



MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!



THE BEST ONLINE TRAINING YOU CAN GET!

Don Reed 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 Fixed Ops Team. Through interactive training sessions, reinforced with brief tests, DealerPRO VTN ensures a full understanding and comprehension of 88 performance-driven Fixed Ops 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!
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.

MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!



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

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

PRO Advanced Certification

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

PRO Top Performer Certification

6. Profit Builders Workshop Series-Advisors

PRO Master Certification

7. Putting Your Customer FIRST

Management Track, 7 Courses, 49 Chapters

PRO Basic Certification

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

PRO Advanced Certification

3. Managing the Customer FIRST Service Drive Process
4. Pay Plans that Compensate to Motivate

PRO Top Performer Certification

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!
WWW.DPVTN.COM



MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!

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
- Customer FIRST 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, 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 Customer FIRST 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, Test Certification, Training Manuals, 4 Profit Calculators, Menu Template, Profit Improvement Plan and Lunch.

The boost you need – on your schedule!

DealerPRO Training Center COURSES EVERY QUARTER

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



MAXIMIZING SERVICE SALES FOR 100% SERVICE ABSORPTION!

All In Online

*Workshops • Videos • Articles • Webinars • White Papers
• Special Offers • Online Training • Don the Dealer Fun!*

DealerPRO is everywhere—with workshops from Boston to Atlanta to Los Angeles and everywhere in between—Plus online webinars, trade show presentations, video interviews, Q&As ... And much, much more. You'll also find Don and DealerPRO on industry websites from Automotive News to Auto Success to Fixed Ops to CBT, but the best place of all is our site www.dealerprotraining.com

On the DealerPRO website you can ...

Take advantage of Trade Show Specials

- NADA
- RVDA

Get the latest Workshop schedules

- Profit Builders
- One Day Service Advisors
- One Day BDC Team Building

Attend a Webinar

- Automotive News

Download a White Paper

- How to Make \$10,000 in 10 Minutes

Test Drive a SMART Menu

- See how this tool helps train your customers to maintain their vehicles

Get Ideas you can use

- 8 videos
- 27 articles

Test drive online training—FREE!

- DealerPRO VTN
- Service Advisor track
- Service Manager track

Join the \$200K Club

- Build bottom line muscle

Get a FREE Profit Potential Analysis

- Just submit an easy peasy form

Enjoy old time salesmanship

- 16 Don the Dealer commercials

Arrange for In-Dealership Training

- Management Team
- Service Sales Team

Contact us

- Call 1-888-553-0100 or email dreed@dealerprotraining.com



The image displays several screenshots of the DealerPRO Training website. The top screenshot shows the 'HOME' page with a navigation menu and a 'VOTED #1 BY DEALERS NATIONWIDE!' badge. Below this, there's a section for 'NADA/RVDA' offers and a 'FREE Personal Profit Improvement Plan!'. The middle screenshot shows the 'Ideas You Can Use...' section with a video of Don Reed and a list of articles. The bottom screenshot shows the 'SMART Menu' section, which is described as a tool to help customers choose recommended service processes. The website layout is professional with a blue and white color scheme and clear navigation options.



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Service Excellence

Confidence • Trust • Satisfaction

Performance Driven Training

Putting Your Customer FIRST

