

Fixed Operations Training for Your Entire Team



**Service Advisors
Service Managers
BDC Managers & Personnel**



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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
- 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.



Voted #1 by Auto Dealers Nationwide!

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



Some of our Clients

DealerPRO has trained thousands of service professionals – domestic and import – in more than 1,000 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



International

United Kingdom



Canada



Europe



Management Team In-Dealership Performance Driven Training

Designed for Service, Parts and BDC Managers and Directors

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
- Technician pay plans and incentives
- Ensure complete and thorough MPIs



**Increase Technician Productivity
by 20% OR MORE!**

Business Plan Development

- Three ways to Increase Gross Profit
- How we Lose Customers
- Increasing RO Traffic

Build a Better BDC

- BDC Metrics and Management
- Compensation Plans
- Selling More Appointments
- Daily Habits of Successful BDC Managers

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

Improving Express Operations

- Decrease in-bay work time by 50%
- Increase efficiency for main line work
- Customers in/out in 45 minutes or less!
- CSI Scores Improve
- Increase shop workload – more vehicles, volume
- Gross profit increases: accurate dispatching



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



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.”

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.”***

Join our \$200k Club!

Join the hundreds of dealers who have reached DealerPRO's \$200K Club milestone by improving their service and parts gross profits by \$200,000 or more.



\$200K

A&L RV Sevierville
All Star Dodge
Alton Blakley Ford Lincoln Mercury Mazda
Antelope Valley Nissan
Bay Ridge Honda
Beaver County Chrysler
Blaise Alexander Chevrolet Greencastle
Blaise Alexander Chevrolet Muncy
Bob Brady Dodge Honda Hyundai
Bob Stall Chevrolet
Bosak Honda Highland
Brookings Auto Mall
Brown Motors (Chrysler Dodge Jeep)
Buerkle Hyundai
Burt Watson Chevrolet
Byerly RV (2006)
Carquest Moyock (Independent)
Carver Toyota
Century Motors (Chrysler Dodge Jeep)
Chesrown Chevrolet
Cody Chevrolet
Cold Springs RV
Colonial Auto Center
Courtesy Ford
Cumberland Valley Dodge
Cumberland Valley Subaru VW
Dantin Chevrolet
Dave Solon Subaru Nissan
Dean McCrary Imports
Eddie Touelle's Northpark Nissan

Findlay Chevrolet
Fort Dodge Ford
Fox Ford Subaru Marquette
Gardner's RV and Trailer Center
Garlyn Shelton GMC
Germain Honda of Ann Arbor
Glenbrook Dodge
Glendale Pontiac GMC
Gosch Toyota (2011)
Gosch Toyota (2016)
Green Brook Buick GMC
Green Buick GMC
Hambelton La Greca Super Center
Hilltop Camper and RV Rochester
Integrity Auto Group
Jack Key Auto Group
Jaguar Land Rover Metro West
Jim Shorkey Uniontown*
John Roberts Toyota*
Jolly John Auto City
Killebrew Dodge Chrysler Jeep
Koons Chevrolet
Lakeland Toyota
Lance Buick
Lodi Chrysler Dodge Jeep Ram
Madera Auto Center
Matthews Chrysler Jeep Subaru
McDonagh Dodge
McMahon Ford

Mills Motors Buick GMC
Motorsportsland*
Murray Chevrolet (Estevan)
Murray Chevrolet (Fort St. John)
Murray Hyundai (Winnipeg)
O'Daniel Honda
Owens Murphy Jaguar
Palmetto Ford
R'nR Holiday RV
Royal Gate Dodge
Royal Moore Mazda
Royal Moore Toyota
Sacramento Infiniti
Saddleback RV
Sanford Honda*
Scott Jaguar
South County Nissan
Suburban Subaru
Sudbay Chrysler Dodge Jeep Ram
Summit City Chevrolet
Sutton RV
Team Auto Chevrolet
Thompson's Honda
Thompsons Toyota
Tomkinson Dodge
Walnut Ridge RV
Warnock Chrysler Dodge
Young's RV
Zimmerman.Honda

* = actively training as of Sept. 2022; gross profit increase is not final.

Gross Profit Increases Dramatically when you Put your Customer First.

Our Dealers have increased their Customer Pay Gross Profits by over \$60 million dollars, which is an average of over \$400,000 per dealer.



1 Million		
	Buerkle Honda	
\$900K		
Lupient Chevrolet	Snell Motors (Buick GMC Cadillac)	
\$800K		
Specialty RV	Windsor Ford*	
\$700K		
Bullyan RV	Byers Toyota*	Windsor Ford
\$600K		
Akins Ford Apple Honda Campers Inn Merrimack	Edmark Toyota Fred Beans Ford Doylestown* Honda of Frontenac	Green Ford* Murray GM Fort St. John Parkside Ford
\$500K		
Bay Ridge Honda* Bill Barth Automotive Bill Cooke Imports Clements Chevrolet Subaru	Fred Martin Motor Company Sovereign Motors Toyota of McDonough	Viking Buick Williams Honda Willowdale Dodge Chrysler Jeep
\$400K		
Bankston Frisco Chrysler Jeep Dodge Buerkle Hyundai Campers Inn Kingston Carousel Motors Fred Beans Ford Langhorne* Fred Beans Ford Mechanicsburg* Glenn's Freedom Chrysler	Green Ford Gus Johnson Ford Hilltop Camper and RV Fridley Lewis Ford Lou Bachrodt Auto Mall Murray Chevrolet Cadillac (Winnipeg)	Murray GM (Fort St. John) (2017) Palm RV Performance Toyota Peruzzi Toyota Scoville Meno Auto Group Shockley Honda Woodson Honda
\$300K		
A&L RV Lake Park Addison on Erin Mills Alexander Nissan Bill McBride Chevrolet Subaru Bowman Dodge Brickell Honda Buick Byerly RV (2015) Crown Toyota David Ferraez Buick GMC DELLA Auto Group Dishman Dodge Eddie Tourelle's Northpark Nissan* Expressway Toyota* Fred Beans Toyota of Flemington*	Garlyn Shelton BMW of Temple Glendale Chrysler Jeep Green Hyundai Green Toyota VW I-29 RV Supercenter Jack Ellena Honda Jack Wolf Cadillac GMC Jaguar of Great Neck Jennings Anderson Ford Johnson Ford of New Richmond* Joyce Buick GMC in Avon Ken Wilson Chevrolet Key Auto Group	McDonagh Chrysler Jeep Miller VW North Bay Cadillac Oliver C. Joseph Chrysler Patchetts Ford Pierce RV Rountree-Moore Chevrolet Cadillac Star Dodge Chrysler Jeep Ram* Team Ford Lincoln Toyota of Terre Haute Tri Ford Wendle Ford Winnipeg Honda

* = actively training as of Sept. 2022; gross profit increase is not final.

What Dealers, GMs and Fixed Ops Managers say about DealerPRO...

"We are on track to increase our fixed operations gross profit by 60% over the same period last year. That is nothing short of Amazing! We have also maintained our Customer Satisfaction Experience (CSE) scores at 96.6 MTD. The return on our investment has been excellent!"

– Thompson's Honda



"From our very first month on your training program, the results we have achieved have been spectacular! Every single month has resulted in a gross profit improvement of over 50% as compared to the same months from last year, with a high watermark of 66.9% in May!"

– Snell Buick GMC



"DealerPRO has trained my team to pay attention to every detail in the customer process, especially the service drive through process, and excel in the small things EVERY DAY. DealerPRO has helped us increase our alignment revenues with the Hunter Quick Check product.... we averaged 30 alignments per month before, and now average 45 a month!"

– Addison Chevrolet Buick GMC



"Our Advisors' confidence and productivity have grown expeditiously...and our customers are seeing a more personal customer experience because our Advisors take ownership of each and every customer interaction."

– Suburban Subaru

What Service Advisors say about DealerPRO...



"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 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



"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

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

All Inclusive Fixed Fee 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

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- PRO Recruiting & Screening of New Hires



Fred Beans Ford of Mechanicsburg

Build a Top Performing Fixed Ops Team with Award Winning Training that achieves results!

Our professional, in dealership training for Advisors, BDC personnel, and Fixed Ops Managers proves time and again, that with experienced trainers and Dealers/GMs who are dedicated to higher Fixed Ops performance, our training gets results!

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
 - Instant Reverse
- Overcoming the Fear of Rejection

Telephone Skills for Advisors, Appointment Coordinators & BDC Staff

- How to Convert Incoming Calls to Appts.
- How to Avoid Quoting Price
- How to Avoid Diagnosing over the Phone
- How to Sell the Primary Item
- How to Make a 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
- No Charge
- The Three "C's"

Voted #1 Service Training Nationwide

See why Dealers across the U.S. have consistently voted for DealerPRO Training as their #1 Service Training Company year after year in the Dealers Choice Awards, voted on every year by readers of Auto Dealer Today magazine.



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

Sell More Service Appointments

*Now you can make your BDC (Business Development Center)
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

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



Profit Builders Workshops

Dealers | General Managers | Fixed Operations Managers

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!**



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!"



Workshops that Energize Your Service Sales Team!

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.

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

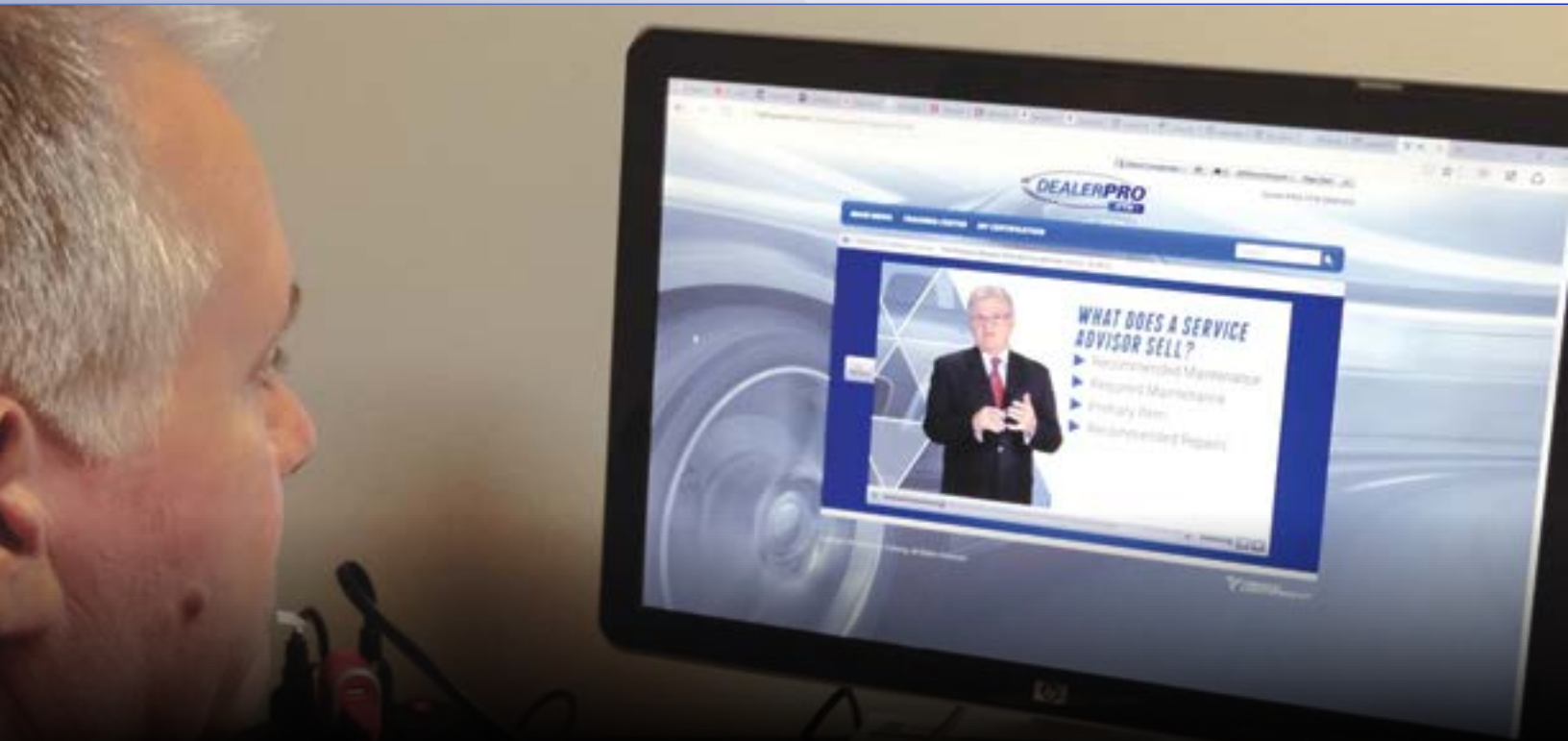
Effective Phone scripts for all situations

- 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





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DealerPRO Training

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

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- Overcome Objections
- Control the Sale
- Increase Your Service Sales Penetration

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PRO Basic Certification

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

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5. Overcoming Objections

PRO Top Performer Certification

6. Profit Builders Workshop Series-Advisors

PRO Master Certification

7. Putting Your Customer FIRST

Management Track, 3 Certifications, (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

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- 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



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How to Achieve 100% Service Absorption

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- 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

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Value to your dealership **9.9**

Speaker presentation **9.9**



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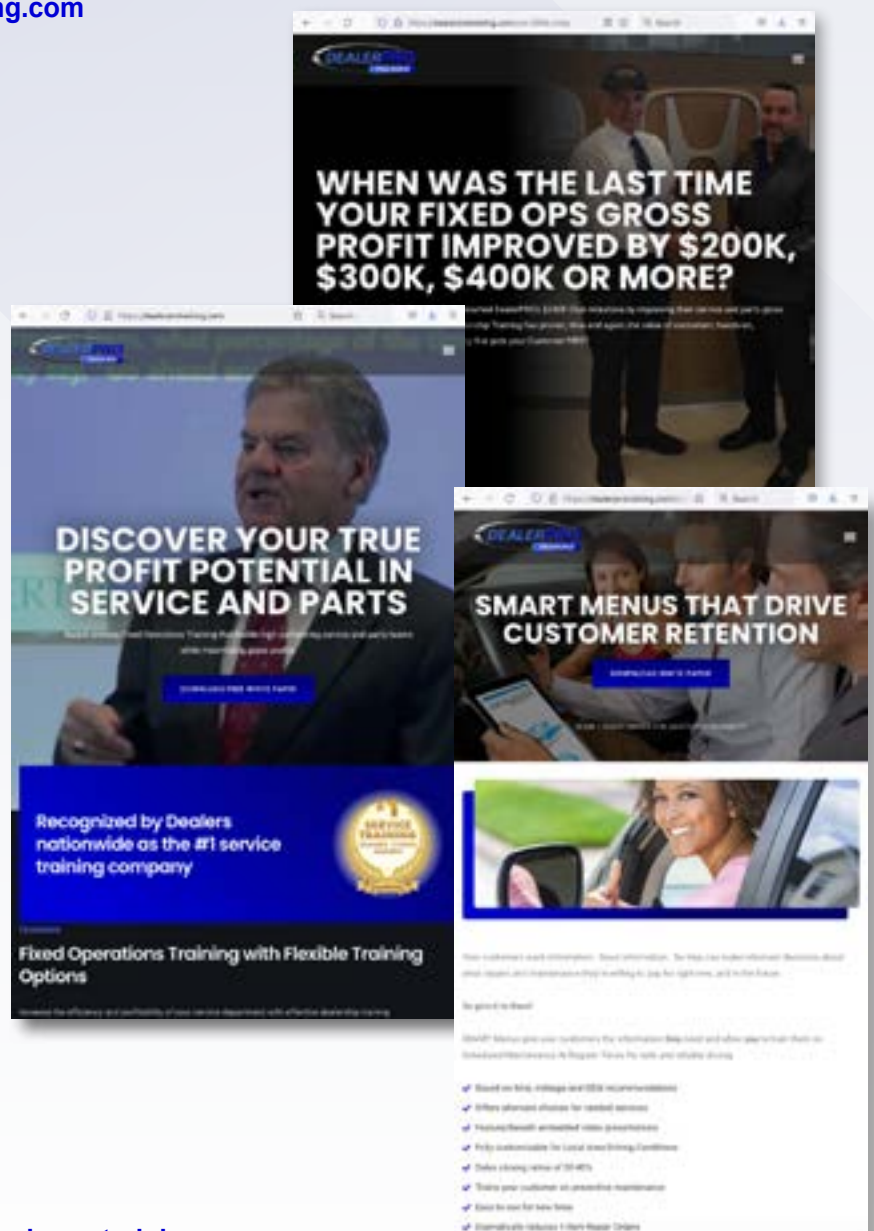
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