



Live 1 Day Service Advisors Selling Skills Class

Turn your service, parts and body shop 'counter people' into better 'sales people'. Close sales - stop just quoting jobs! From order takers to sales makers!

➔ **TORONTO**
Friday
February 21, 2025

IMARINO
DUANE EN MARINO AUTOMOTIVE SOLUTIONS

Live 1 Day - Service Advisors Selling Skills Class

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- How to set goals that will actually be obtained
- The compressed shopping process of the service customer
- How to maintain a competitive edge against your competition
- How to quickly identify and mirror your customer based on 'social styles'
- The urgency of handling a telephone or counter inquiry
- Attitudes that turn customers away and those that bring them back
- The power of words and body language - statements to avoid
- Creating a positive first and last impression
- Feature, benefit and advantage selling your people, procedures and parts
- How to isolate and close on concerns using six classic service closes
- Procedure review The Art of the 'Service Advisor Walkaround'
- Observation and coaching checklist for service advisors
- We provide unique and easy to use 'Communication Pads' which improve diagnostic conversations and help prevent come-backs
- Back to basics over view of the appointment process, advisor consulting procedures, your repair/shop process, after-service delivery and after-service follow-up process

SPACE IS LIMITED.

Don't miss Duane Marino LIVE in Toronto!

Contact us info@duanemarino.com

or call 1-888-735-6275 or text 519-852-0272

www.DuaneMarino.com