



MARINO

DUANE EN MARINO AUTOMOTIVE SOLUTIONS

Live 1 Day SERVICE ADVISORS SELLING SKILLS CLASS

Monday, July 13, 2026

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!

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ONLINE

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www.DuaneMarino.com

Duane EN Marino 2026

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

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