



PROFESSIONAL SERVICE ADVISOR TRAINING

SERIES BUNDLES



The First Step Bundle, 9-Part Series

\$695.00 / shop

1-year access for up to 3 advisors

\$195 / additional advisors

All the basics for a first time service advisor. Your service advisors will receive the training they need to master the skills below and end the series with a Customer Service Test.

- Creating Great First Impressions
- Professional Greeting
- Active Listening Skills
- Customer Relation Skills
- Walk-Around Advantages
- Performing An Interactive Walk-Around
- Selling Service at Check-In
- Preventative Maintenance

The Next Step Bundle, 7-Part Series

\$575.00 / shop

1-year access for up to 3 advisors

\$175 / additional advisors

Go beyond the basics to develop advanced selling techniques. Service advisors will be trained to master the skills listed below and end the series with an Advanced Sales Test.

- Next Level Selling
- Personal Evaluation
- Closing Skills
- Advanced Closing Skills
- Handling Objections
- "Words that Sell Service"



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PROFESSIONAL SERVICE ADVISOR TRAINING

SPECIALTY COURSE PACKAGES



1-year access for up to 3 advisors
\$435.00 / package • \$155 / additional advisors

Package #1 • Sales

Service Writer vs. Professional Service Advisor

A fun look at the differences between a reactive order taker and a successful proactive advisor. Professional organization skills and strong work habits are covered.

Learning Benefits

A 4-part series that teaches the simple yet effective benefits of all preventative maintenance items. Word tracks are presented for how to use our 5-step selling process effectively. These word tracks will be provided as a session handout.

Asking Diagnostic Questions

Advisors receive clear instructions on how to get the most important diagnostic information for every concern, so your shop stays efficient and productive. A diagnostic work sheet is provided as a handout.

Package #2 • Telephone Sales

Telephone Skills

A 4-part series for advisors and service receptionists. These sessions extensively cover basic telephone skills and etiquette that every professional should know before answering the phone.

Advanced Telephone Skills

Two sessions to help your team turn every price shopper into a customer by getting them through your door.

Package #3 • Advanced Sales

Selling Tires

Two sessions that cover important tire facts and recommendations. The "Good, Better, Best" method is presented so they can get the sale!

Understanding Personalities

A 4-part series that will help your advisors understand and recognize the four basic personality types so they can communicate more effectively with each type and build a strong clientele.

Package #4 • Professional Sales

Developing Relationships

Two sessions to help your team learn simple skills to build lasting relationships which lead to loyal customers.

Selling Menu Packages

A 4-part series that teaches your team advanced selling skills by effectively presenting combinations of services in a concise simple format.



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