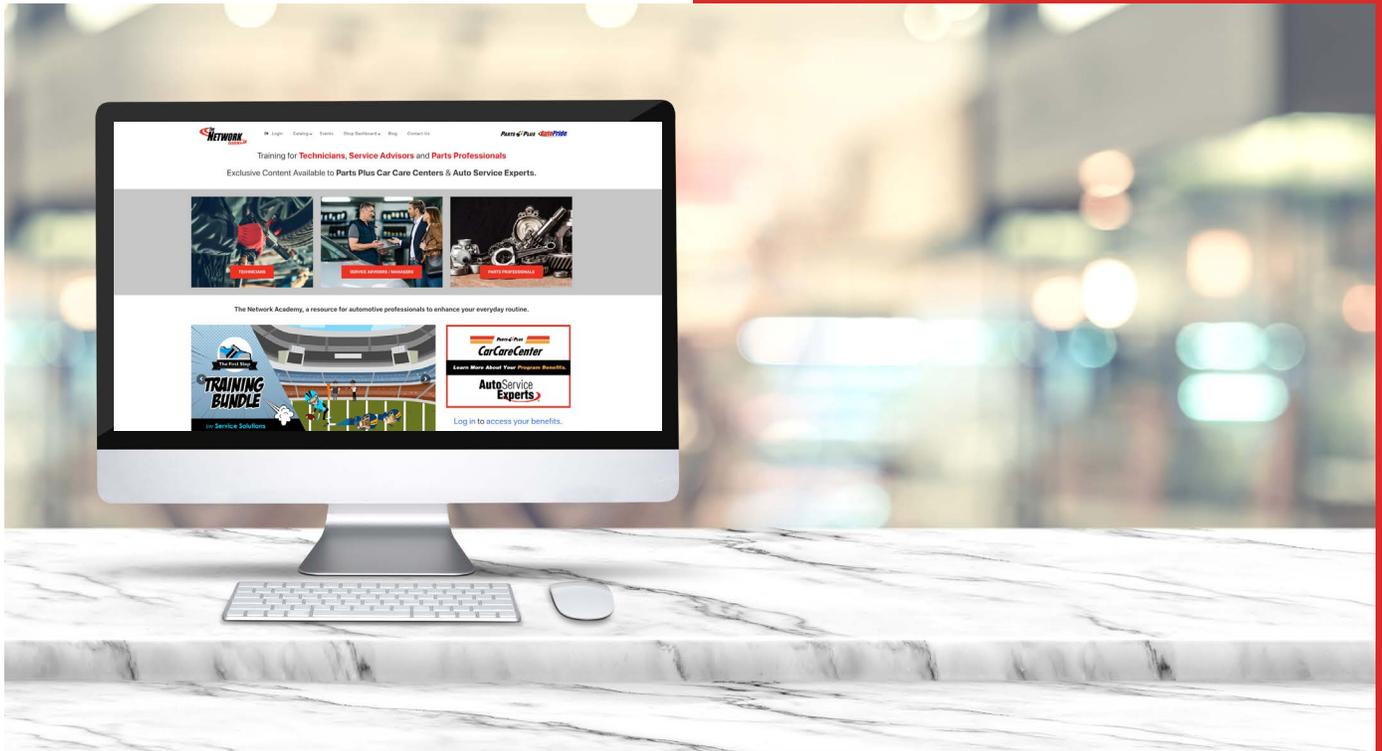




# PROFESSIONAL SERVICE ADVISOR TRAINING

## COURSE CATALOG



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### Customer Service

#### Active Listening Skills

Examples of how to make customers feel respected and valued as they describe their concerns. Share a list of 10 diagnostic questions that can be asked for almost any issue.

#### Advanced Telephone Skills • 2-Part Series

Understand how to handle clients who do not want to commit by learning skills to overcome the time and cost objection. These skills are sure to help your team turn your calls into clients who feel valued and appreciated.

#### Asking Diagnostic Questions

Every advisor and technician will benefit from knowing the right questions to ask in order to gain a complete understanding of each customer's concerns. A professional diagnostic worksheet and master certified technicians played a part in developing this important course that will help your shop run more efficiently.

#### Creating Great First Impressions

Customer relation skills will be presented by discussing the three most critical times for eye contact during a write-up and the importance of a smile.

#### Customer Relation Skills

Advisors will digest the importance of showing empathy and building in the value of your facility and services, while reassuring clients about their primary concerns. Your customers will walk away feeling 100% confident that their advisor listened and cares.

#### Customer Service Test

Use handouts and notes to answer a series of questions from the customer service training.

#### Developing Relationships • 2-Part Series

Two completely animated courses that help your team learn simple skills to build lasting relationships. Important research from Google will be shared along with specific techniques to help your team deliver excellent service while creating a loyal clientele.

#### Performing an Interactive Walk-Around

Strong relationship building skills are presented that can be used throughout the write-up to build customer confidence and loyalty.

#### Professional Greeting

The importance of giving a professional greeting will be addressed and greeting word tracks provided.

#### Service Writer vs. Professional Service Advisor

A fun look at the differences between a reactive order-taker and a successful proactive service advisor. Professional organization skills and strong work habits are covered with lively animation that illustrates the critical differences. A self-evaluation worksheet will be provided as a handout to help your team recognize the changes they need to make.

#### Telephone Skills • 4-Part Series

Poor telephone skills will cost your business thousands of dollars. This fun, four-part series will show your team the importance of treating each call as an opportunity, with the sole focus on turning every caller into a customer; extensively covering basic telephone skills and etiquette that every professional should know before answering the phone.

#### Understanding Personalities • 4-Part Series

Gain professional communication skills and knowledge to help clients feel comfortable and satisfied with them and the service they receive.

#### Walk-Around Advantages

Understand how performing a professional interactive walk-around can protect your shop from unfounded body damage claims while playing the game of "Show and Tell" for tire services and preventative maintenance.

### Sales

#### Advanced Closing Skills

Understand how to use question closes, convenience closes, assumptive closes and the "break it down" close. This session contains dozens of examples and many word tracks along with frequent pop-up questions to make sure that every advisor is staying engaged and retaining information.

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### **Closing Skills**

Learn how to use tie-downs as a trial close, a final close, and how to build rapport.

### **Handling Objections**

Using a simple customer-friendly format, animations and word tracks will be provided to help advisors see and hear how to be successful with the most difficult questions, statements, and objections including price and time.

### **Learning Benefits • 4-Part Series**

Determine simple, yet effective benefits for all preventative maintenance items. Five-step selling word tracks are reviewed to demonstrate how to successfully sell maintenance and boost client's confidence about their purchase.

### **Selling Service at Check-In**

Learn how to transition from the check-in into selling preventative maintenance without seeming pushy or aggressive. Advisors will learn a five-step selling process that is designed to educate clients about the benefits of needed services, so they feel good about making a purchase. This method will put an end to buyer's remorse and eliminate the big question, "Did I really need that?"

### **Next Level Selling**

Take selling service to the next level as advisors understand how to add interest and value when selling preventative maintenance packages. Participants will learn how to combine items with similar benefits for more concise, yet effective benefit-based presentations. They will also gain an understanding of the differences in normal and severe driving conditions to help explain additional recommendations in a way that clients will appreciate.

### **Personal Evaluation**

Participants will be lead through a personal evaluation to help them understand how they feel about selling. This evaluation will bring home the point that selling service is something we do "for" our clients not "to" them. Next, advisors will learn

how to recognize buying signals so they know when to close, and why some closes fail. This information is given so they can recognize and break bad habits that are causing clients to say no. Advisors will also learn how to qualify each guest so each presentation and close can be personalized, therefore highly effective.

### **Preventative Maintenance**

Master how to use words effectively to sell preventative maintenance, turn questions and objections into purchases while making the client feel informed and respected, and set clear expectations to avoid over-promising.

### **Selling Tires • 2-Part Series**

Gain knowledge and confidence to make professional tire maintenance recommendations. The "Good, Better, Best" method is presented so advisors can close the sale!

### **Sales Test**

Using notes and provided handouts to answer a series of sales questions, advisors will ensure they remember the key points from the training and are ready to implement the skills.

### **Selling Menu Packages • 4-Part Series**

Learn how to present combinations of services with similar benefits in a concise but effective manner, so customers are never overwhelmed. Gone are the days of reciting lists, your team will learn to build in value while educating and informing—eliminating buyer's remorse.

### **"Words that Sell Service"**

The top two complaints in the industry are, "Nobody ever called me" and "My car wasn't ready when promised." This course begins by equipping service advisors with the proper words and techniques to help avoid these complaints by setting correct expectations. Then, teaching them how to prepare to sell a job after the diagnosis and effectively communicate the recommendations and needed repairs.