



# Service Drive Sales Training Workshop



Lincoln Technical Institute, Mahwah, New Jersey

- Wednesday, October 21, 2015
- Thursday, October 22, 2015

This workshop is brought to you by Lincoln Technical Institute and the fixed operation experts associated with The Auto Connective Group of companies.

- Online Registration Form – Payment by PayPal/Credit Card/Check

## Service Managers 2 day Summary:

This Workshop is appropriate for Owners, General Managers, Service Managers and Service Advisors... and anyone that has an interest in Fixed Operation Performance.

With longer scheduled service intervals and significant improvements in vehicle quality, the result will be fewer vehicles in your service drives, and the continuation of a downward spiral in customer pay work.

### **So what would your statement look like with 50% fewer R.O.s?**

Consider the trends: The primary maintenance driver...the oil change interval...is really going long, and therefore recommended service intervals are heading from 6 to 9 to 12 months between visits or even longer...and even when customers do show up there's a lot less to do... intervals for other fluid and maintenance services are also becoming extraordinarily long...or simply going away. The number of service visits per year will drop from 2.6 (where it is today) to somewhere near 1.3 visits per year over the next 5 years.

### **You will learn:**

- What a professional service lane workflow (customer process) should look like
- How to identify gaps in your workflow...and what to do about it
- How to incrementally improve your process...and fatal errors to avoid
- How to educate service advisors and customers on the true value of proper maintenance...
- The single best improvement in customer retention that your advisors can make...and how to make it happen
- 5 key elements that determine whether a customer will want to return to your service department ... and recommend you to friends

### **Standard National Pricing: \$895.00 Per Service Manager/Director**

- Sponsorship rebates total \$200 per seat

### **Final: \$695.00 Per Service Manager/Director**

- **GM and Owner attend for free with a paid Service Manager/Director attendance** includes continental breakfast and lunch both days
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# Service Advisor Sales Training Workshop 1 day:

## **SAME MATERIAL ON WEDNESDAY AND THURSDAY ALLOWS ALL SERVICE ADVISORS TO ATTEND.**

This workshop is all about Service Advisor sales presentations...specifically the most effective ways that service advisors can educate customers on the **NEED** for and **BENEFIT** of maintenance services... resulting in a **BIG** boost to:

- Customer Pay Sales
- Profit
- Customer retention
- CSI

You and your advisors will learn:

- Why customer pay is declining...and what to do about it
- Where to find an additional profit of over \$1,000 per day / \$200,000+ per year
- How to effectively deal with the morning time jam'
- Exactly what a great advisor presentation looks like
- The most effective word-tracks to use in dealing with objections
- How to boost customer retention and setup sales for the next visit

**Standard National Pricing: \$499.00 per first advisor / \$399.00 subsequent**

- Sponsorship rebates total \$100 per seat

**\$399.00 for the first advisor and \$299 for each subsequent:**

includes continental breakfast and lunch both days

## Registration and Payments

Send check payments to:  
Auto Connective Workshop  
610 Jetton St. #120-194  
Davidson, NC 28036

Please fill out our online registration form  
and include a copy of the confirmation with  
your payment

To register and pay online:

Visit **[www.autoconnective.com](http://www.autoconnective.com)** and click on **Drive Sales Training Workshop**  
for conference details.

For additional conference information:

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