



## SELLING AUTO SERVICE SOLUTIONS (8 HOURS)

Does your auto service department experience any of these?

- Team members who do not really understand the process or psychology of selling?
- Team members that have 'sales reluctance'?
- Team Members who don't know how to build rapport with customers?
- Team members who simply book in services without exploring for faults or repairs?
- Team members who do not know how to 'build the desire' of customers to purchase?
- Team members who simply farewell customers after completing the booking instead exploring whether they want any accessories or to have a look at a new vehicle?
- Team members who wait for customers to come in when it goes quiet instead of following up existing clients or finding new business?

Would you like a cost-effective solution to this?

**"Selling Auto Service Solutions"** educates and empowers team members to have a positive attitude to selling and provides them with the knowledge and skills needed to positively influence customers towards purchasing additional products and services that will best meet their needs. It includes practice in the various concepts and skills covered and topics include:

- What is selling?
- The difference between selling and supplying
- Successful selling without pushiness
- The importance of Customer Service to the Selling Process
- Exploring and discovering customers' needs, wants and interests
- Building the customer's desire to purchase
- Buying signals
- Asking for the decision
- Resolving objections
- Secondary selling
- Building loyalty or attraction back
- Finding new clients or business

An optional complementary service to this program is:

- **Sales Coaching** where an AUSTRALIAWIDE sales coach will work with team members individually to identify areas for improvement and to educate and empower them towards sales mastery.

### TESTIMONIAL

"I have a much better understanding of how I perform my role as Services Advisor and how I should perform. There is a lot of interaction and feedback. I especially liked the fact that my areas that need more improvement were worked on more than areas that I am already comfortable with."

Service Advisor, New Town Toyota, WA