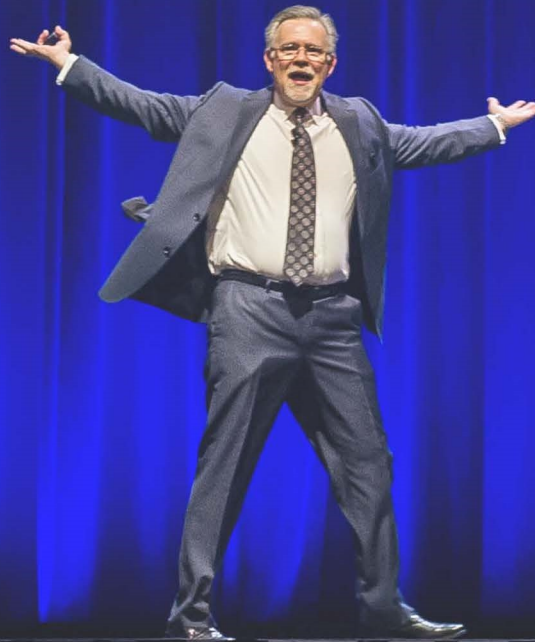




Coming soon to ~~Toronto, Raleigh N.C.,~~
Phoenix, and Chicago!

6 Step Road to Higher Sales, Customer Retention, & Survey Scores

Creator of the Modern Day Walk-Around and Service Selling Process



"I've never met a service employee that didn't want to be successful, but I've met thousands who didn't know how. My workshops will give them the proven steps to success." - Jeff Cowan

"It worked! My staff came back trained, energized and motivated. They immediately delivered a 5/10ths increase!"

Bruce Benson
Fixed Operations Director
Earnhardt Automotive

"Its been several months since my advisors attended the class. Survey scores are up, customer retention is way up and sales are through the roof! We are experiencing record numbers. Thanks Jeff."

Mike Mamich
General Manager & Partner
Santa Margarita Ford & Santa Margarita Toyota

Register today! Call (800) 248-2931 or visit AutomotiveServiceTraining.com



6-Step Road to Service Department Success!

CONTINENTAL BREAKFAST & LUNCH INCLUDED!

In this Workshop I will show each attendee how to have the highest sales, customer retention and customer satisfaction scores!

Attendees to Jeff Cowan's PRO TALK workshops average a 5/10 increase in customer paid repair orders, substantially increase their customer retention & find themselves in the top 7% in the country with their customer survey scores by simply using Jeff's processes.

Step 1

- Meet today's customer
- Sound and look like a professional
- Take control of the new customer, your workday & your career

Step 2

- Professional approach and greeting
- Ask diagnostic questions the right way
- Set & manage the new customer's expectations

Step 3

- Build rapport in sixty seconds & know exactly how to present to your customer, what words to use, benefits to discuss, closes to use & the customer's most likely objections
- Professionally walk around a vehicle & get the customer excited about it
- Make benefit-based presentations that get the sale
- Successfully sell from a display

Step 4

- Establishing the progress report
- The new way to follow-up through out the day
- How to use technology to close sales
- How to take your telephone closing ratio to over 80%

Step 5

- Scheduling vehicle deliveries
- Delivering the serviced vehicle
- Guarantee the customer's return for their next service

Step 6

- Getting declined services
- Following up with the phone, technology and a note
- Conquering customer retention & survey scores forever
- Goal setting

For more information on how this workshop can help you increase sales and productivity on your service drive, contact your PRO TALK sales representative today.

In addition, over 200 word tracks, closes & ways to handle objections will be taught, that guarantee that you are a top performer!... and much, much more!

Reserve Your Seats Today (Limited Seating)

We will be attending (ck all that apply):

- September 9 & 11 - Toronto
- October 14 & 15 - Foreign
- November 8 & 9 - Phoenix
- March 14 & 15 - Chicago

We will be sending _____ # of attendees X \$899 = \$ _____

(Fee is \$899.00 per seat. This includes a continental breakfast as well as lunch both days.)

Attendees' first & last names, & titles: _____

Dealership Name: _____ Name: _____

Street Address: _____ City _____ State _____ Zip _____

Phone: _____ Fax: _____

We Accept All Major Credit Cards



Cardholder's Name: _____ Account # _____ Exp. Date: _____

Authorized Signature: _____ Date: _____ Security Code: _____

NO CANCELLATIONS OR REFUNDS

Fax to: (928) 771-2789