



**Coming soon to Minneapolis,
Nashville, and Denver!**

**6 Step Road to the Highest 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

"I would like to thank you for your seminar held in Raleigh, NC. Results are already starting to show in my hours per RO and closing ratio. From 10/1 to 10/15 my HPRO were 3.22 and from 10/17 to date (10/31) I am holding steady at 4.53 HPRO. Your process has changed how I handle my workload and I now find that I have more time throughout the day and I'm no longer behind the ball on customer contact and follow-up. Just wanted to say thanks again!!"

Tommy Rougeux; Rosenthal Land Rover

"Jeff's energy and ability to get the entire crowd involved made for a fantastic 2 days! I had no idea I would pick up as much valuable information as I did. Since returning we have implemented Jeff's phone scripts, and knowing how to set up the customers' expectations has made for a smoother process. We already see a difference, and it's only been 3 days! Thank you, Jeff for opening my eyes to all the missed opportunities that will no longer be!"

Louisa Fyfe; Pathway Hyundai

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

Can't Attend? Ask about our Virtual Workshop available online! Student pricing offered.



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.

Prologue

- The opportunity that auto service presents
- What auto service can do for you and your family
- Never be unemployed again

Step 1

- Why it is the easiest time in history to sell service & get perfect survey scores
- Do you know your customer?
- Word track facts & myths
- The way to get above 85% customer retention in 9 months
- Learn to set, manage, and exceed customer expectations

Step 2

- Professional approach and greeting
- Asking diagnostic questions that help you repair the vehicle & "repair" the customer
- Solving primary concerns before the vehicle enters the shop

Step 3

- Build rapport in 60 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
- Service & repair VS service & service retail

Step 4

- Establishing the progress report
- The new way to follow-up throughout the day
- How to use technology to close sales
- How to present the M.P.I. and get all of the sale
- 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
- The daily worksheet that increases closing ratio by 30% overnight.

Step 6

- In depth look at closing sales and handling objections
- 25 closes that work on any service drive
- Getting declined services
- Following up with the phone, technology and a handwritten thank you 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 account representative today.

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

Reserve Your Seats Today (Limited Seating)

We will be attending (ck all that apply):

- March 13 & 14 - Minneapolis, MN
- March 20 & 21 - Nashville, TN
- April 10 & 11 - Denver, CO

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