

Instructor Jeremy O'Neal

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Meeting Hilton Phoenix Airport

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Location 2435 South 47th St.

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Class 8:00 am – 5:00pm

Hours January 18 – January 20, 2018

Summary of Program:

An advanced service advisor training and coaching program designed to assist service advisors of all skill levels make the leap from a transaction based service advisor to a relationship based trusted service advisor. The ultimate goal of the program is to accomplish the following goals:

- **Assist the owner in paying for the entire course within the first 90 days of the program, through increased sales and gross profit.**
- **Assist the owner and service advisor in creating specific sales goals and targets for the shop during the 6 month program.**
- **Create a cohesive team effort within the shop.**
- **Increase customer retention through enhanced CSI scores and positive online reviews.**
- **Assist the enrolled service advisor in creating a skill set that can handle the toughest sales objections and deliver a World-Class experience to every customer every time. Our goal is to create a service advisor who understands how to cultivate life-long referral relationships. Through the proper care and handling of each client, the shop will experience increased sales, profits, and a surge of 5-star reviews.**

Training Program details:

The program begins immediately upon enrollment. Upon enrollment the service advisor will be express mailed the Advisorfix jump start package. The jump start package includes all the instructions needed to prepare the service advisor for the course. Each enrolled student will receive a copy of the book “The Starbucks Experience” which is required reading prior to the student arriving at the initial 3-day training. In order to qualify for the course, the student must possess the following:

- Positive mental attitude
- Ability to set goals
- A genuine desire to become a Trusted Service Advisor
- A genuine desire to enroll in the course
- Demonstrate the ability to be a team player
- Complete the TriMetrix EQ assessment (instructions will be provided with the jump start kit)
- Demonstrate the ability to play outside their comfort zone and be willing to do additional “homework” each week.

Initial 3 day classroom training:

Day 1: 8:00 am – 5:00 pm

We begin the first day of training by taking a look at the current state of the auto repair industry. Once the students have an understanding of the trends our industry is currently going through, the class moves into understanding the psychology of the auto repair consumer. We help them understand the “science” behind the sale, what make a customer say yes or no. This part of the training lays the foundation for future success. We then progress into understanding the sales process and identifying how to use the sales process to build client for life referral relationships. After each student demonstrates their understanding of the first critical parts of day one we move into applying the information on the service drive. Applying these principles to lead conversion and the initial write up process will ensure long term success for the shop and student. Each student will be coached in mastering lead conversion skills as well as creating their personalized initial vehicle write up process.

At the end of day 1 each student will need to demonstrate their understanding of the following items:

- Current state of the industry and how this information applies to their job
- How current social trends affect your sales and what each service advisor can control
- A clear understanding of their role as a trusted service advisor
- The ability to convert first time telephone price shoppers
- The ability to convert a walk in lead
- A clear understanding of how to build instant rapport with a customer (on the phone, in person, and via email) and the ability to identify the customers vehicle time line
- Demonstrate the ability to perform a proper initial vehicle write up including how to build a repair order from write up and generate more sales at the counter easily and effortlessly
- Proper repair order write up techniques
 - Proper documentation the Trusted Service Advisor way
 - How to create a system that helps your technicians save time through digital communication
 - How to properly document the 4 c's of concern, cause, correction, and confirmation

- Day 1 exit exam

At the conclusion of day 1 the students are given a homework assignment that will push them outside their comfort zone. The homework assignment is designed specifically to assist the student in mastering the art of building client for life referral relationships.

Day 2: 8:00 am – 5:00 pm

Day 2 begins with a review of the material covered in Day 1. The class immediately gets to work on the following items:

- Mindset and the Trusted Service Advisor. How to start your day with the right mindset, goals, and vision for success
- Planning for success: Understanding how to manage your work in progress and properly prioritize vehicles to maximize shop production. The Advisorfix “Repair Hub” method for maximizing production
- Mastering the initial write up process. Advanced study and application of how to properly perform an initial vehicle walk around and the 7 key steps you must do on every write up to ensure success
- Becoming an expert in vehicle maintenance. Why 98% of auto repair shops don’t sell maintenance the right way, and how you can join the 2% that thrive selling maintenance packages that generate huge profits
- Mastering how to sell diagnostic services & test procedures for maximum profit
- Mastering the sales presentation:
 - In person waiter oil change
 - Repair customer
 - Oil change with multiple recommendations

Each student will be guided through each phase of the sales presentation which includes proper selling techniques over the phone and in person

- Mastering sales objections. Advanced study and application of how to properly close difficult sales. Learn advanced language strategies and the exact words needed to get past the first no. Proper closing techniques that help the customer say yes. Mastering the art of closing difficult sales without putting pressure on the customer to buy

Day 2 Exit Exam

Day 3: 7:30am – 5:00pm

Day 3 begins with a review of Day 2 to ensure each student has the understanding needed to move forward into day 3. We are focused on ensuring that each student has a grasp of the information taught up to this point. Day 3 is filled with real world role-play sessions, discussion on each role play, and an interview with real world auto repair consumers. We provide the following content to wrap up our in-person training session:

- How to properly prepare for the end of the day, a 12 step Quality Control program that eliminates unnecessary come-backs
- World-Class vehicle delivery: Advanced training session with live demonstration provided by Jeremy O'Neal
- The truth about setting future appointments
- Review
- Final classroom exam
- Reinforcement training program overview
 - Introduction to your success portal
 - Team assignment
 - Success partner assignment
 - Meeting calendar review
 - Weekly Service Advisor Accountability Report
 - How to submit sales presentations for coaching
 - How to submit repair orders for review & coaching
 - Mystery Shopper Report
 - Requirements for graduation
 - AML credit overview

- Closing thoughts by Jeremy O'Neal

Your journey doesn't end here. Studies show that most people only apply 20% of what they learn in a seminar. In an effort to help you achieve true mastery in your profession our industry acclaimed six month reinforcement training & coaching program is specifically designed to help you generate the long term results you desire. Let's take a look at the reinforcement portion of the program.

Reinforcement Training and Coaching

Each student will be assigned a specific team and success partner. Each team will meet 2 times per month. Each service advisor & owner will have 1 private coaching session per month with Jeremy O'Neal. In addition to the monthly team calls, each student will have access to a weekly role play & mindset call hosted by Jeremy O'Neal. The reinforcement training is segmented into separate module that ensure mastery of each level of the training prior to moving on to the next module. At the conclusion of each module each student will need to pass a written test with a score of 80% or better prior to moving into the next module.

Reinforcement Training Modules:

Module #1 – Building client for life referral relationships. This is a 4 week module.

- Review of Becoming a Trusted Service Advisor includes:
 - Psychology of auto repair consumers
 - Building instant rapport
 - Strategic Listening
 - Mastering the sales process
 - Preventing sales objections
- Mastering the initial write up – new customer
- Mastering the initial write up – repeat customer
- Review of proper repair order write up
- Proper use of the vehicle inspection report
- Creating your slow day proactive marketing plan

Each service advisor will be tested on their specific knowledge of the proper write up process/procedure. In addition to the content delivered by Jeremy O'Neal each service advisor will need to develop specific initial write-up verbiage, then deliver the finished verbiage to Jeremy O'Neal through a role-play. Each service advisor will be given a written test of the material covered and be required to pass with an 80% score or better prior to moving on to the next module.

In this module the class will be assigned a reading assignment of the book QBQ – Personal accountability

Module #2 – Module 2 is designed to create amazing results through the proper application of the sales process. This is an 8 week module. Each week will begin with a specific repair composite vehicle guide. Each service advisor will be tested on their ability to correctly identify areas of concern & factory scheduled maintenance.

During module #2 each area of the sales process will be reviewed and practiced. Each service advisor will need to demonstrate their ability in presenting the sale in a professional manner. In addition to the sales process we will work with sales objections and teach each service advisor how to close sales when sales objections are presented. Below are the topics we cover:

- Selling in person
- Selling via email and text messaging
- Selling over the phone
- Front loaded selling vs. back end selling
- Selling single point repairs
- Selling multiple repairs
- Becoming a maintenance expert
- Properly selling diagnostic procedures and testing
- Sales Objections
 - Jeremy shares his bulletproof system on how to get beyond the toughest sales objections without putting pressure on the customer.
 - How to get past the first no
 - The cars not worth fixing
 - That's too much money
 - I need to talk with my significant other
 - I don't want to do anything else today
 - I'm selling the car
 - The car is sold to another person, I just promised to take care of X

Each service advisor will be required to pass the written test with a score of 80% or better prior to moving on to the next module. At the conclusion of Module 2 you will notice an increase in sales. Each student will move to a higher level of competency in dealing with customers. You'll notice an increase in positive reviews on the internet and just how happy your customers are. In addition to the customer feedback the confidence each student displays will enable them to slay the toughest sales objections with ease.

Module #3 – Mastering the shop process

Module 3 is designed to create amazing results through mastering the shop process. This is a 4 week module. Now that you know how to sell and are generating amazing results at the counter, you need to know how to properly manage the workflow and create maximum production out of your shop. Jeremy will assist each student in creating their own personalized work-in-progress tracking system that is specific to their shop and the software used. Included in this module is specific advanced training on how to properly communicate with your technicians for maximum performance. During the module we will cover:

- Efficiency vs. Productivity
- The power of under-promising and over-delivering
- Creating a digital tracking system using your current software
- The 5 road blocks that kill shop production and how to avoid them
- Creating strategic relationships with the right vendor in your town
- The 1 secret the highest producing shops in the country use to generate maximum production
- Ongoing shop assessment to identify your key areas that are creating road blocks in your production Jeremy will work closely with each shop to identify these areas of concern and take the proper action in removing the road blocks. Our goal is to attain a higher level of production without sacrificing quality

At the end of Module 3 each student will need to pass a written exam with a score of 80% or higher. At the end of module 3 you can see the results of your hard work. Momentum is building and you are on your way to setting new records.

Module 4: Module 4 is a 4 week module

Vehicle delivery; customer follow up; & setting future appointments.

During module 4 we will review how to deliver a World-Class experience during vehicle delivery. In addition to vehicle deliver we will review the follow up plan in place and make any needed enhancements/changes to customer follow up. Jeremy will share the secrets to getting customers to set and keep future appointments.

There will be a written test and each advisor must score 80% prior to moving on to the next module.

Module 5:

Wrap up and review. Prepare for final exam. Module 5 will review all 4 modules and prepare the student for the written & oral final exams. Each student will need to pass the written and oral exams with a score of 80% or better.

Weekly Coaching & Reporting:

Throughout the Advanced Training Program each student will be required to submit the following for coaching & accountability purposes:

- Weekly Service Advisor Accountability Report
- Weekly Sales Report. Report needs to include gross profit on parts and labor sales
- Daily Goal Sheet (turned in through your coaching portal)
- Recordings of Sales presentations 2 calls weekly
- Recordings of incoming telephone lead calls
- 5 repair orders per week including technician notes for review and coaching
- Monthly Service Advisor Accountability Report
- Monthly Sales Report.

Each student will receive coaching, training, and mentoring from a certified Advisorfix Trusted Service Advisor coach throughout the week in addition to the scheduled team calls. It is important that the Advisorfix coaching team has access to each students email, cell phone & text messages.

As a condition of my enrollment in the Becoming a Trusted Service Advisor – Advanced Training Program, I understand that there are a number of resources that have been committed in order for me to participate in this program. I also understand that it will take time for the business to realize a return on investment and that I will personally realize the benefit of the program immediately. In return for this investment in me, I agree to the following:

- ***I agree to show up on time for all scheduled meetings and calls***
- ***I agree to complete the weekly homework assignments***
- ***I agree to provide the information requested from me by my coach***
- ***I understand that I control my attitude and that I will show up with a positive can-do attitude each day***
- ***I agree to communicate and support each member of my team***
- ***I agree to prepare fully for each day, each assignment, each sales presentation, and each call***
- ***I am willing to pay the price required of me to be successful even if I don't feel like it***

Student Name: _____ Signature: _____

As your coach I understand the personal commitment you must make in order for this program to be a success. I agree to be bound by the same commitments and dedicate 100% of my resources in helping you reach your goals.
