

6 STEPS TO INCREASE SERVICE SALES, SURVEY SCORES & CUSTOMER RETENTION

PRESENTED BY:
JEFF COWAN

Participants will learn the six steps to substantially increase Customer Satisfaction Scores, Customer Retention, Overall Productivity, and Customer Paid Labor and Parts Sales. This is done through Jeff Cowan's unique training style that is heavily based on real-life situations and meaningful role-playing. These techniques increase sales, survey scores and retention.

KEY AUDIENCE: FIXED OPS MANAGERS, SERVICE MANAGERS & SERVICE ADVISORS

DATE:
Tuesday, March 7, 2017
OR
Wednesday, March 8, 2017
TIME: 9:00 am to 5:00 pm
Lunch Included

LOCATION: National University
3390 Harbor Blvd.
Costa Mesa, CA 92626

COST: \$99 OCADA Members

WHAT YOU WILL TAKE AWAY:

- ▶ The most effective way to build rapport with your customers.
- ▶ How to close more sales on the drive and on the telephone.
- ▶ How to set up a non-confrontational complete selling system and culture.

THE SAME SESSION WILL BE TAUGHT BOTH DAYS, SO SEND HALF YOUR TEAM ONE DAY AND THE OTHER HALF THE NEXT DAY!

DEALERSHIP: _____ **PRIMARY CONTACT:** _____

NAME: _____	EMAIL: _____	DATE: _____
NAME: _____	EMAIL: _____	DATE: _____
NAME: _____	EMAIL: _____	DATE: _____
NAME: _____	EMAIL: _____	DATE: _____