

## The 6 Step Road to Service Advisor & Service Drive Success



### Presented by Jeff Cowan

Every attendee will learn how to maximize their sales, get perfect survey scores and the highest customer retention possible. This is done through Jeff Cowan's unique training style that is heavily based on real-life situations and meaningful role-playing. Jeff will cover the 4-Point Walk Around, building rapport, and the 6-Step Benefit Based Presentation.

**KEY AUDIENCE: Service Managers, Service Advisors, BDC Personnel**

#### WHAT YOU WILL TAKE AWAY

- ▶ The 25 Closes That Work on Any Service Drive.
- ▶ Steps to Getting Customer Retention Above 85% Within Nine Months.
- ▶ How to present MPIs that Get the Sale.

<b>Date:</b>	<b>WED, FEBRUARY 21, 2018</b> <b>or THURS, FEBRUARY 22, 2018</b>	<b>Time:</b> 9:00 am to 5:00 pm
<b>Location:</b>	<b>National University</b> <b>3390 Harbor Blvd.</b> <b>Costa Mesa, CA 92626</b>	<b>Cost:</b> \$99 OCADA Members Lunch will be served

**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: \_\_\_\_\_ 2/21 or 2/22

Name: \_\_\_\_\_ Email: \_\_\_\_\_ 2/21 or 2/22

Name: \_\_\_\_\_ Email: \_\_\_\_\_ 2/21 or 2/22

Name: \_\_\_\_\_ Email: \_\_\_\_\_ 2/21 or 2/22

**To register, please email [Kim@ocada.org](mailto:Kim@ocada.org) or FAX (949) 428-5054**

**You will be invoiced prior to the seminar.**