



## **Service Sales Academy Endorsed Service Sales Professional Program**

Finally, a program that results in your Service Advisor or Service Manager being recognized for their efforts to grow their skills and increase their value! Welcome to the Endorsed Service Sales Professional Program for 2021!

The Endorsed Service Sales Professional Program is a combination of online training, instructor led training, and webinars that result in three successive levels of endorsement. Intended to create a steady, consistent way of continually learning new skills, honing familiar skills, and reaching maximum potential as an employee.

The Endorsed Service Sales Professional Program allows a self-paced learning opportunity that is easily combined with your existing employee development program. You set the goals with the employee, the employee engages in the online learning, we keep track of their progress and provide the appropriate instructor led class when we see enough participants in any given geographic area have met the online pre-requisites.

Once the employee has met the online course requirements for each instructor led class, has participated in, and passed, the instructor led classes (3 for each level of certification), we then hold a webinar where learning accomplishments and goals are reinforced and the next level of training is explained. The entire process is expected to take three years or longer to attain Platinum Level Endorsement.



Here's a synopsis of the program:

### **Silver Level Certification**

- 24 Online Training Opportunities
- 3 Instructor Led Training Opportunities

### **Silver Level Endorsement Graduation Webinar**

### **Gold Level Certification**

- 23 Online Training Opportunities
- 3 Instructor Led Training Opportunities

### **Gold Level Endorsement Graduation Webinar**

### **Platinum Level Certification**

- 24 Online Training Opportunities
- 3 Instructor Led Training Opportunities

### **Platinum Level Endorsement Graduation Webinar**

**On the next page is the list of Instructor Led Training Programs and Descriptions, along with a listing of each Endorsement Level and the required Online Training Modules. These courses may be delivered via our Virtual platform or in person.**



## 2021 Instructor Led Endorsed Service Sales Professional Classes

### **Service Counter Selling Skills (Required for ESSP Silver Endorsement)**



Service Counter Selling Skills provides individuals and sales teams with an understanding of sales process, relationship building skills, and practical tools aimed at increasing both repair order count and effective labor rate. Participation in interactive exercises gives participants the opportunity to develop, and become comfortable with, selling preventative maintenance services, explaining repair estimates, and building stronger customer relationships. Customer satisfaction, customer retention, and profitability are emphasized throughout this program.

### **Telephone Success (Part I; Required for ESSP Silver Endorsement)**



The telephone is integral to any business, yet sometimes little attention is paid to how the phone is answered or to converting phone calls into actual paying customers. This interactive course discusses the importance of not only making the phone ring, but how to convert those customers into scheduled appointments. Class discussion and role play scenarios focus on solid verbal communication, the subtleties of how words are used during conversation, and ensuring consistency.

### **Situational Challenges: Handling Upset Customers (Part II; Required for ESSP Silver Endorsement)**

Dealing with an upset or disgruntled customer can be a source of significant anxiety to service counter associates. This highly interactive course provides an understanding of how to defuse tense situations associated with failed repairs, mishandled business transactions, and other customer satisfaction challenges. Participants learn and practice valuable skills used to calm customers, resolve customer concerns, and ensure high customer retention for their organization.

### **Exceptional Customer Handling Skills (Required for ESSP Silver Endorsement)**



Exceptional Customer Handling Skills provides participants with industry best practices that lead to increased customer satisfaction, higher customer retention, and better profitability. Attendees also learn how to reduce the anxiety of dealing with upset customers. The techniques and industry best practices presented during this interactive eight hour seminar will increase your customer satisfaction, decrease your frustration, and help you to create an exceptional customer experience.

## **Communicating With Technicians (Required for ESSP Gold Endorsement)**



Sometimes communication between technicians and service consultants is a challenge. This interactive course provides an understanding of perspectives from both sides of the shop. Participants will discuss communication challenges and real-world scenarios that occur within their work environment all with the intent of understanding, diagnosing, and resolving these challenges. Tools, tips, and techniques for handling a wide range of technician challenges will be learned in a fun and challenging environment. Technicians and Service Advisors are encouraged to attend together!

## **Selling Skills Revisited: the Courtesy Inspection (Required for ESSP Gold Endorsement)**

Begin able to establish a customer relationship through your organization's courtesy inspection is a critical selling tool. This very interactive program revisits the Service Counter Selling Skills class with a special focus on selling from a courtesy inspection sheet. Customer buying process, sales process, and the importance of relationship building are reviewed. Participants will be challenged with active role play designed to improve selling skills and challenge service advisors to improve their skills.

## **Time, Technicians, Productivity (Required for ESSP Gold Endorsement)**



Three of your most important assets are Time, Technicians, and Productivity. Time is what you sell, it is what your technicians produce, and it is a finite resource. It must be managed, sold, and well taken care of! Technicians are your production. They are where a majority of your money comes from. Without proper management, time is not the asset it should be. Of course, technicians come with their own challenges: motivations, skill sets, communication, workmanship, etc. Time and technicians must be managed together. Productivity ties the technicians and time together. Because time is such a finite resource, each technician must be as productive as possible if the shop is to make a maximum amount of money. Managing these three assets is no always easy, nor intuitive. This class discusses how to maximize production while managing customer time, technician time, and service counter time.



### **Personal Growth IS Professional Growth (Required for ESSP Platinum Endorsement)**

There is no separation between the person and the employee – they are one and the same. Grow the person and you will grow the employee. Grow the employee and grow the business. With newer generations of employees this is more and more true. As an employee, and an employer, having a personal and professional growth strategy will ensure success of the person and the business. This seminar provides an understanding of how personal growth connects to professional growth, how to develop a growth plan for every employee, how to successfully manage that growth plan, and what to do when it seems someone is straying from the plan.

### **Managing Employees When Turnover Is NOT An Option**



#### **(Required for ESSP Platinum Endorsement)**

It is hard to find good employees. Sometimes it is hard to just find employees at all, let alone good ones. What do you do when you feel stuck with certain employees? Maybe you are afraid to let someone go because what you have is better than having nothing. Maybe you have to employ a family member, but they just aren't as productive as you need them to be. It could be that you have someone who is great at one part of their job, but they can't seem to get the other two thirds of the job done without some sort of drama. This seminar is all about managing these challenges in such a way that both the person and the business prosper. The class discusses how to intervene when you need to, what options you have for resolution, and how to get to the core challenges these employees might be facing so that you can implement a resolution.

### **Growing Your Customer Base (Required for ESSP Platinum Endorsement)**

Is your shop maxing out on productivity? Need to drive more car count now? Not sure if your current marketing plan is delivering the results you need it to? Too often it's the simple things that get overlooked that allows a repair shop to grow their customer base. This program discusses effective ways to increase your customer base in a simple, controlled, profitable manner. Customer satisfaction, customer referral, quality control, and consistency in process are the core concepts emphasized in an interactive and lively environment.

Silver Endorsement Online Training (7 Hours)						
<a href="#">VSSA0103 Customer Buying Process in General</a>	<a href="#">VSSA0104 Customer Buying Process Step One</a>	<a href="#">VSSA0151 Your Customer Referral Program</a>	<a href="#">VSSA0120 Presenting the Courtesy Inspection</a>			
<a href="#">VSSA0138 Service Counter Process: Scheduling</a>	<a href="#">VSSA0137 Service Counter Process: Greeting the Customer</a>	<a href="#">VSSA0136 Service Counter Process: Gather Customer Information</a>	<a href="#">VSSA0139 Service Counter Process: The Importance of Word Tracks</a>			
<a href="#">VSSA0130 Selling Process in General</a>	<a href="#">VSSA0121 Sales Process Step One</a>	<a href="#">VSSA0122 Sales Process Step Two</a>	<a href="#">VSSA0123 Sales Process Step Three</a>	<a href="#">VSSA0124 Sales Process Step Four</a>	<a href="#">VSSA0134 Selling to the Price Shopper</a>	
<a href="#">VSSA0112 Educating Your Customer: The Tools</a>	<a href="#">VSSA0149 Telephone Selling</a>	<a href="#">VSSA0113 Educating Your Customer When They Aren't Present</a>	<a href="#">VSSA0167 Answering The Phone</a>	<a href="#">VSSA0108 Customer Buying Process Step 5</a>	<a href="#">VSSA0110 Dealing With the Upset Customer</a>	<a href="#">VSSA0119 Lost Customer Follow Up</a>
<a href="#">VSSA0171 TKSA Parking Brakes</a>	<a href="#">VSSA0146 TKSA Rear Brakes</a>	<a href="#">VSSA0144 TKSA Front Brakes</a>				

Gold Endorsement Online Training (7 Hours)				
<a href="#">VSSA0105 Customer Buying Process: Step Two</a>	<a href="#">VSSA0106 Customer Buying Process: Step Three</a>	<a href="#">VSSA0107 Customer Buying Process: Step Four</a>	-	
<a href="#">VSSA0114 Fixed Right First Time</a>				
<a href="#">VSSA0129 Selling MIL Diagnosis</a>	<a href="#">VSSA0101 Conducting the Courtesy Inspection: The Service Advisor</a>	<a href="#">VSSA0102 Conducting the Courtesy Inspection: The Technician</a>	<a href="#">VSSA0126 Selling Alignments</a>	<a href="#">VSSA0128 Selling Front Brakes</a>
<a href="#">VSSA0153 Active Listening Skills</a>	<a href="#">VSSA0140 Speaking the Technicians Language</a>	<a href="#">VSSA0111 Educating the Customer: The Methods</a>	<a href="#">VSSA0109 Customers Love Free</a>	<a href="#">VSSA0115 Getting The Appointment</a>
<a href="#">VSSA0117 Growing Gross Profit</a>	<a href="#">VSSA0118 Increasing Customer Labor Sales</a>	<a href="#">VSSA0150 Three Secrets to Growing Car Count</a>		
	<a href="#">VSSA0133 Selling Tires</a>			
<a href="#">VSSA0143 Engine Control Basics</a>	<a href="#">VSSA0148 TKSA Tires</a>	<a href="#">VSSA0145 TKSA Front Suspension</a>	<a href="#">VSSA0147 TKSA Rear Suspension</a>	<a href="#">VSSA0141 TKSA Alignment Angles</a>

Platinum Endorsement Online Training (7 Hours)					
<a href="#">VSSA0125 Sales Process Step 5: Manage the Customer Relationships</a>					
<a href="#">VSSA0135 Service Counter Process: Avoiding Pitfalls</a>					
<a href="#">VSSA0132 Selling Suspension Components</a>	<a href="#">VSSA0131 Selling Shocks and Struts</a>	<a href="#">VSSA0127 Selling Batteries</a>	<a href="#">VSSA0162 Sell More With Your Warranty</a>	<a href="#">VSSA0164 Owing the Customer</a>	
<a href="#">VSSA0119 Lost Customer Follow-up</a>	<a href="#">VSSA0116 Getting the Most from Your Customer Referral Program</a>	<a href="#">VSSA0166 How Customer Make the Appointment</a>	<a href="#">VSSA0152 Asking the Right Questions As Service Advisor</a>		
<a href="#">VSSA0158 Establishing Technician Performance Goals</a>	<a href="#">VSSA0173 You Need More Data</a>	<a href="#">VSSA0154 Coaching Employees</a>	<a href="#">VSSA0156 Essential Skills for Service Advisors</a>	<a href="#">VSSA0157 Establishing Service Advisor Goals</a>	<a href="#">VSSA0161 Productivity Dispatch Connection</a>
<a href="#">VSSA0155 Employee On Boarding</a>	<a href="#">VSSA0159 Finding New Employees</a>	<a href="#">VSSA0160 One Thing You Need To Know About Managing</a>	<a href="#">VSSA0165 The ROI of Training</a>	<a href="#">VSSA0169 Improving Technician Productivity</a>	<a href="#">VSSA0170 Interviewing Skills</a>
<a href="#">VSSA0142 TKSA Batteries</a>					