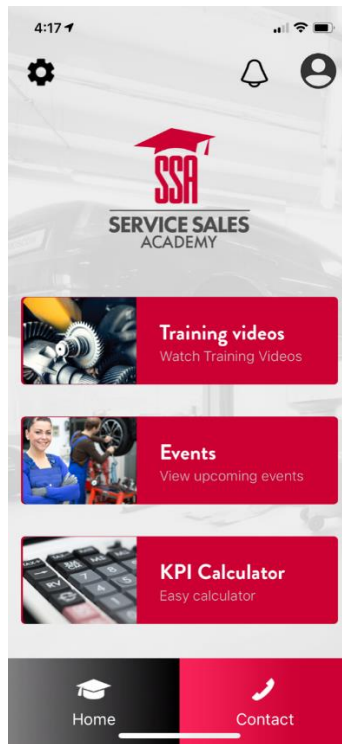




CTI+WTI Service Sales Academy Sales Club

Included in the Sales Club is the Service Sales Academy App which contains a series of videos only available to App users, a calendar of our live events and a set of KPI calculators. Visit your App Store and search for Service Sales Academy. You'll be asked for your account number to confirm your subscription or TechNet membership.



Course Title	Course Code	Training Type	Duration	Description
Establishing A Quality Control Program	VSSA0184	2021 SSA Foundation Videos	0:20	You have nothing if you do not have quality! This is stated in many of the videos and all of our instructor led classes. Yet, what does a quality control program look like? Why don't more shops have a functioning one? Expect to learn the elements of a formal Quality Control Program, important considerations of such a program, and how you can use a Quality Control Program in your marketing.



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Establishing a Training Program	VSSA0185	2021 SSA Foundation Videos	0:20	A training program for your employees is so much more than just training. It can be a recruitment tool, an employee retention tool, and a business growth tool. In short, training for employees is too important to ignore. Expect to learn what expectations to set, how to make the program effective, and what a quality training program should include.
TKSA: Ignition System Basics	VSSA0186	2021 SSA Foundation Videos	0:20	Understanding a vehicle's ignition system at a high level will help you instill more confidence in your customer, attain better information from your technician, and be a better automotive sales person. Expect to learn what the system does, common components, and what goes wrong when these components fail.
Selling Headlight Restoration	VSSA0187	2021 SSA Foundation Videos	0:20	Headlight restoration is something that should be a profit center at your auto repair shop. Walk through any parking lot - how many vehicles badly need it? Drivers know the benefit of being able to see better at night! It's something they need badly! So why not sell more?! Come see how you can! Expect to learn why headlight restoration is a great way to practice selling, how to sell more, and how you can use this easy service to sell more of everything!
Follow Up Practices	VSSA0188	2021 SSA Foundation Videos	0:20	Follow Up is an important component to every business as it supports the sales cycle, is crucial to customer satisfaction and provides important information. How well do you conduct follow up with your customers? Are you doing it for the right reasons? Are you using all of



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				your follow up tools? Come learn the best ways to follow up with your customers, when to follow up, and what to say (plus what not to say!)
TKSA: Oil Changes	VSSA0189	2021 SSA Foundation Videos	0:20	Oil changes are one of those services that most people know they need, but how much do you really know about them? Having a little more knowledge will make you a better salesperson, and more confident in your abilities. Expect to learn about oil change intervals, types of oil, and what goes on during an oil change.
Service Counter Process: Building the Estimate	VSSA0190	2021 SSA Foundation Videos	0:20	The repair estimate that you present the customer is very important. It serves as not only an indication of what the job will take in terms of time and money, but is also a sales tool, for now and in the future. Come learn what order to build the estimate, what to watch out for, and how to successfully use a well-built estimate.
Essential Skills for Shop Owners	VSSA0191	2021 SSA Foundation Videos	0:20	There are certain skills that automotive repair shop owners absolutely have to develop. Come find out what those are!
Implementing EIS Part Two	VSSA0192	2021 SSA Foundation Videos	0:20	In this second installment of getting an Electronic Inspection System implemented we discuss the actual processes you will want to implement and then modify over time.
Implementing EIS Part One	VSSA0193	2021 SSA Foundation Videos	0:20	Electronic Inspection Systems are prevalent in the industry today, however which one should you go with? This program explores the challenges you will face, the aspects of EIS you need to consider and how you can expect to use an EIS for more than just inspections.



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Managing Shop Workflow	VSSA0195	2021 SSA Foundation Videos	0:20	Your shop's workflow is connected to everything from Customer Satisfaction to the Money You Make. Ensuring smooth daily workflow is critical to maximizing your potential. This program lays out the basics that you must pay attention to when considering how work is moved into the shop, processed, and moved back out of the shop.
Gross Profit 5-Day Challenge - Day One	SSA-5DGP-1	OLT	0:15	Day One of the 5-Day Gross Profit Challenge. This program will get you started with five easy to implement steps that will increase your gross profit on every sale.
Gross Profit 5-Day Challenge - Day Two	SSA-5DGP-2	OLT	0:15	Day Two of the 5-Day Gross Profit Challenge. This program will get you started with five easy to implement steps that will increase your gross profit on every sale.
Gross Profit 5-Day Challenge - Day Three	SSA-5DGP-3	OLT	0:15	Day Three of the 5-Day Gross Profit Challenge. This program will get you started with five easy to implement steps that will increase your gross profit on every sale.
Gross Profit 5-Day Challenge - Day Four	SSA-5DGP-4	OLT	0:15	Day Four of the 5-Day Gross Profit Challenge. This program will get you started with five easy to implement steps that will increase your gross profit on every sale.
Gross Profit 5-Day Challenge - Day Five	SSA-5DGP-5	OLT	0:15	Day Five of the 5-Day Gross Profit Challenge. This program will get you started with five easy to implement steps that will increase your gross profit on every sale.
Service Advisor 5-Day Skills Challenge - Day One	SSA-5DSAC-1	OLT	0:15	Day One of the 5-Day Service Advisor Skills Challenge. This 5-day challenge will guide you to implement 5 easy skills guaranteed to increase your sales and improve your customers' experience.



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Service Advisor 5-Day Skills Challenge - Day Two	SSA-5DSAC-2	OLT	0:15	Day Two of the 5-Day Service Advisor Skills Challenge. This 5-day challenge will guide you to implement 5 easy skills guaranteed to increase your sales and improve your customers' experience.
Service Advisor 5-Day Skills Challenge - Day Three	SSA-5DSAC-3	OLT	0:15	Day Three of the 5-Day Service Advisor Skills Challenge. This 5-day challenge will guide you to implement 5 easy skills guaranteed to increase your sales and improve your customers' experience.
Service Advisor 5-Day Skills Challenge - Day Four	SSA-5DSAC-4	OLT	0:15	Day Four of the 5-Day Service Advisor Skills Challenge. This 5-day challenge will guide you to implement 5 easy skills guaranteed to increase your sales and improve your customers' experience.
Service Advisor 5-Day Skills Challenge - Day Five	SSA-5DSAC-5	OLT	0:15	Day Five of the 5-Day Service Advisor Skills Challenge. This 5-day challenge will guide you to implement 5 easy skills guaranteed to increase your sales and improve your customers' experience.