



Edwards & Associates
Consulting • Training • Research
Profitability Consultants to the Automotive Service Industry



Service Advisor College Course™

Charlotte, NC

May 8 & 9, 2018

**This Advisor College Course Will
Train your Advisors to be TOP SALES & CSI Producers!**

This seminar will be led by Larry Edwards CMC Chairman of Edwards & Associates Consulting, Inc. Larry has published over 150 articles on strategy, innovation, teambuilding, leadership, diversity, managing dealership service, parts, collisions shops and independent repair facilities.

Combining pragmatic techniques from his articles and book *"American Automobile Industry...100 years of doing it the same way"* (and the engaging, humorous and contrarian interaction he's known for). Larry will take newcomers, people with a few years of experience (and those who are willing to admit they are stuck in the slow lane) on a whirlwind two-day trip from anonymity to accolade.

You're Advisors will leave this class with:

- How to exhibit Charm and Grace with every customer interaction
- "Reach out" techniques to gain more business
- Proper telephone techniques utilizing Charm & Grace
- Positive meeting & greeting techniques
- How and when to present the MPI
- Effective vehicle walk around process
- Keeping your customer informed during the repair process
- Dealing with the different customer personality types
- Setting and achieving service sales goals
- Conducting an "Active Delivery"
- Setting the next appointment
- Success habits of highly successful Service Advisors

Here is what past attendee's had to say about this course:

"Despite having more than twenty years of experience, I've learned a ton"

"Great info and a long time coming, all dealers should have access to these types of training sessions"

"Very timely, I wish I had this six years ago when I started"

"Of the twenty or so various seminars and courses I've taken, this seminar was head and shoulders above the rest"

**Service Advisor College Course™
Course Enrollment Form**

Course Dates: May 8 & 9, 2018* ■ Course Location: Charlotte, NC
Deadline for enrollment is April 17, 2018

Course Cost: \$995.00

There are a limited numbers of seats. Please submit your enrollment as soon as possible.		
Dealership Name:		
Address:		
City:	State:	Zip:
Phone:	Fax:	
Email:		
Contact Person:		
Name:	Email Address:	Amount:
Name:	Email Address:	Amount:
Name:	Email Address:	Amount:

Please email enrollment to Dee@edwardsconsult.com or fax to 704-454-5070.

Payment by Check _____
Make Checks Payable to:
Edwards & Associates Consulting, Inc P.O. Box 621360 Charlotte, NC 28262
Payment by Credit Card Visa _____ MasterCard _____ American Express _____
Card Number _____ Expires _____ Three Digit Code _____
Note: Payment must be received prior to class

Questions? Call 1-800-708-7587

In the event a program does not run we refund all fees. If you must cancel, there are no refunds but you may apply the full amount as a credit against any future workshop within one year. **When we receive your enrollment we will notify you when the class is confirmed.**

* Must have 5 enrollments to confirm this class