

# THE PROFITABLE SERVICE ADVISOR

## THE 4 KEYS TO MAXIMIZING PROFIT

Leverage the **4 Keys to Maximizing Profitability** to master the skills to grow your shop's profit. The 4 Keys are the four fundamental areas of sales that must be carried out during every transaction. The success of your sales effort comes down to consistently executing on these fundamentals.

- **Key #1 - Master Lead Conversion.**

- Learn to fill your bays with the right vehicle and the right customer.
- How to convert today's telephone price shopper.
- How to convert digital leads.

- **Key #2 - Initial Vehicle Write-Up**

- Leveraging the first two minutes of face time with your customer. This is the optimum window to connect with your customer.
- Learn how to create lifetime referral relationships.
- Move from a transactional salesperson to a trusted service advisor.
- Why an initial walk around is essential and how it will save your shop thousands of \$\$\$.

- **Key #3 - Sales Presentation.**

- Learn how to deliver a sales presentation the customer wants.
- Your key to long-term success is a professional sales presentation.
- Understanding the psychology of each client and adapt to their preferred method of communication.
- Create a sales explosion and win the customer every time.

- **Key #4 - Sales Objections**

- Your sales job begins when the customer says "no".
- What you do in the seconds after the first "no"?
- Leave with the confidence to deal with the toughest sales objections.

***Set new sales records when you return to your shop!***

**1 DAY CLASS**

**DATE:**

*Sunday,  
February 4th, 2024*

**TIME:**

*8:00am - 5:00pm*

**CLASS ID:**

*BD3463*

**INSTRUCTOR:**

*Jeremy O'Neal*

**LOCATION:**

*Embassy Suites by  
Hilton Los Angeles -  
Glendale  
800 N Central Ave  
Glendale, CA 91203*

**COST:** *\$385 per student  
(meals included)*

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