



SERVICE ADVISOR SKILLS FOR SUCCESS

WITH BETTY JO YOUNG

Saturday • 2/21/26

8am - 5pm

Class Code: BD3489

Cost: \$385

Delta Hotels Santa Clara
Silicon Valley
2151 Laurelwood Road
Santa Clara, CA

PART I

- Make Every Customer Feel Special - People do business with people
- Vehicle Intake - The walk around, initial inspection and notes
- The Customer Interview - All methods of contact, concerns, special considerations and more
- Documentation and Communication - Best Practices
- The Repair Order - A Legal Document - "Cover the shop's assets"

PART II

- Communicating with Technicians - Know your technicians
- The Value of Selling "Time" - It is perishable!
- Educating Is Our Job
- RO Size Matters
- Selling - Maintenance, Diagnostic, Time, The Job
- Vehicle Delivery and Follow Up - Building the relationship