

The 6 Step Road to Service Advisor & Service Drive Success



Presented by Jeff Cowan

Every attendee will learn how to maximize their sales, get perfect survey scores and the highest customer retention possible. This is done through Jeff Cowan's unique training style that is heavily based on real-life situations and meaningful role-playing. Jeff will cover the 4-Point Walk Around, building rapport, and the 6-Step Benefit Based Presentation.

KEY AUDIENCE: Service Managers, Service Advisors, BDC Personnel

WHAT YOU WILL TAKE AWAY

- ▶ Steps to getting your customer retention above 85% within 9 months
- ▶ How to significantly increase your closing ratio
- ▶ Steps to eliminate "heat cases" forever

Date:	WED, FEBRUARY 20, 2019 or THURS, FEBRUARY 21, 2019	Time: 9:00 am to 4:00 pm
Location:	National University 3390 Harbor Blvd. Costa Mesa, CA 92626	Cost: \$99 OCADA Members Lunch will be served

THE SAME SESSION WILL BE TAUGHT BOTH DAYS, so send half your team one day and the other half the next day!

Dealership: _____ Primary Contact: _____

Name: _____ Email: _____ 2/20 or 2/21

Name: _____ Email: _____ 2/20 or 2/21

Name: _____ Email: _____ 2/20 or 2/21

Name: _____ Email: _____ 2/20 or 2/21

To register, please email Kim@ocada.org or FAX (949) 428-5054

You will be invoiced prior to the seminar.