



ISI / PAL Automotivators Inc.
A division of Fusion Performance Group Inc.
PMB#132 230-1210 Summit Dr.
Kamloops, BC, V2C 6M1
Tel: 250-920-7775 Fax: 250-920-7773 Toll: 1-800-828-8681
www.automotivators.com

Course Title: SSI – Sales and Service Integration-Fixed Operations & Sales Team

Automotivators Training Delivery Methods: Trainer Lead: In-Person or Online Live via Zoom.

Duration: 6 hours in-person or 2 x 3-hour sessions via Zoom.

Attendees: Fixed Operations & Sales Team

Sales and Service Integration Learning Elements.

In Sales and Service, we serve the same customers but provide different benefits to them. After-sales service ranks high on the list of priorities. However, many salespeople need to remember to tell customers about the great things their dealership does to meet and exceed customer expectations.

This course, packed with valuable insights and practical knowledge, will equip you with the skills to enhance customer experience, understand the importance of seamless integration, and effectively present the parts and service department to our customers.

- The values of excellence in customer experience
- Understanding the importance of seamless integration between sales and service
- Present the parts and service department to the customer and explain how you and the dealership will care for them after their purchase.
- Help the customer understand the benefits of choosing our company.

Learn about your dealership's staff and services, including:

- Number of friendly staff
- Inspection facilities
- Commitment to reconditioning.
- Shop equipment / diagnostic tools
- Accessories display
- Parts inventory value
- Technicians have cumulative experience.
- Master technicians on staff
- Department awards and plaques
- CSI Awards
- Customer lounge/facilities
- Internet access



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- Business centre
- Service department hours of operation
- Online service booking
- Preauthorized services
- All-make services.