



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

Service Advisor Proactive Loyalty & Resolving Objections

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: Service & Parts Advisors, Service Reception, Appointment Coordinators, BDC, Warranty Administrators, and Tower Supervisor, Parts & Service Managers.

Learning Elements.

Proactive Loyalty

Participants understand how anticipation of needs and pre-planning elevates the customer experience and our business results.

Participants learn how to incorporate “story-telling” to serve more needs and reduce deferred maintenance and repair services.

Participants learn to build more trust and intention around future services.

Participants learn how to communicate the benefits of continuing the relationship as warranty coverage concludes.

Participants are able to use greater proactivity in face-to-face and telephone communications.

Participants learn how to make effective outgoing calls to re-book appointments for deferred maintenance items.

Participants learn to find off-brand or other vehicles in the household servicing elsewhere.

Participants learn how repeat and referral sales are the ultimate loyalty to the dealership.

Participants understand the concept of optimizing trade cycles and how to engage the customer and our new/used departments at the appropriate time.

Handling Objections and Resolving Conflict

Participants understand the source and psychology of objections.

Participants learn to apply the communications model to objections.

Participants are able to address the “emotion” before the “fault”.



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Participants understand the natural outcomes if we are not skilled in resolving objections.

Participants are able to identify and correct where we might create objections.

Participants learn to modify their language to project more confidence.

Participants learn how to remove some objections before they occur.

Participants learn to resolve common objections in the areas of price/ competition/ and procrastination.

Participants learn how and when to engage management in resolving objections or conflicts.

Participants understand how a referral to the Head Office CX Team may be a low level of service and what the dealership risks by this action.

Participants understand how to adapt our conflict resolution approach to match the customer.