



REFINISH PERFORMANCE MANAGEMENT ADVISORY SELLING



SEMINAR LENGTH

1 day
8:00 am to 5:00 pm

WHO SHOULD ATTEND?

Estimators
Customer Service Representatives
(who want to expand their role)
Repair Planners
General Managers (to improve
coaching)

With an increase in competition and the unique needs of each individual customer, today's Estimators continually strive to maximize the number of profitable jobs they close.

This highly interactive course helps Estimators refine their sales approach and practice a new method of connecting with customers – advising them and subsequently scheduling their repair. We call this new approach **ADVISORY SELLING** because we emphasize giving advice rather than a traditional, hard-sell approach. The results from modifying the Estimators' approach can lead to a solid improvement in closing ratio!

The course starts with a review of the **APPOINTMENT** stage and the **CONNECT** stage, first introduced in our Customer Service Representative course.

COURSE EMPHASIS

- Demonstrate that you are sincerely interested in the prospect's individual circumstances
- Gain commitment from a prospect to come to your repair center for you to advise them as to the best repair process for their vehicle
- Make a positive first impression and establish a personal connection with each prospect
- Demonstrate how you sincerely care about the prospect's individual needs and how you want to work with them towards finding a solution to those needs
- Use the information on the Customer Information Form to build rapport and qualify the prospect in regard to their needs
- Transition the prospect to the Estimator



We then introduce the **ADVISORY** stage, which includes how to:

- Continue to build rapport and demonstrate how you want to become the prospect's trusted advisor
- Perform both a personal needs analysis and a vehicle needs analysis to ensure your recommendations meet the prospect's unique needs
- Create an estimate by packaging the options that best satisfy their needs – we also show how adding value to a vehicle can be an effective way to upsell items valued by the customer to enhance their vehicle ownership experience
- Present the estimate following established and proven presentation guidelines
- Confidently and effectively overcome objections
- Schedule a firm appointment to ensure an orderly and efficient vehicle drop-off experience

Throughout the class, we reinforce each step in the advisory selling process through numerous exercises and role-plays of real-life scenarios. We also evaluate actions you can perform throughout the sales cycle that will help harvest customer loyalty to increase future repeat and referral volume.

The course concludes with a review of your personal sales philosophy and approach and a brief discussion of what you will change in your repair center within the first 21 days following course completion.

COST

Contact your distributor or Refinish Performance Management team for pricing information

SPONSOR

[insert]

LOCATION

[insert]

HOW DOES THIS COURSE DIFFER FROM SIMILAR COURSES IN THE COLLISION INDUSTRY?

- Taught using a highly interactive, guided learning model to keep attendees engaged in the learning process
- Numerous hands-on and roll-play exercises related to the vehicle collision industry, which help emphasize the principles taught; you can also use the exercises in your repair center during your own implementation
- Professional student guide and access to a continually evolving online resource library

BENEFITS

- Improved initial estimate closing ratio
- Increased closing ratio by implementing an unsold estimate follow-up process
- Increased package and upselling added-value opportunities
- Improved CSI through better customer service and more effective in-process communications with customers
- Increased repeat and referral traffic