



- ✓ **How would you rate your dealership personnel's telephone techniques?**
- ✓ **What's the first impression that customers who call your dealership receive?**
- ✓ **How much business goes to your competition because of poor telephone technique?**

The telephone is one of the most underutilized tools in your dealership. Often, the first impression the customer gets is from the individual they speak to in your parts, service or sales department. The Professional Dealership Telephone Communications Training can make an immediate difference in the number of appointments set up, the amount of service generated, and the number of "ups" that walk into your showroom. ARR offers three specialized training seminars geared to the unique needs of separate departments of your dealership.

- **Maximize all telephone contacts, and turn callers into customers.**
- **Create the right first impression with potential customers.**
- **Set standards of professionalism for all dealership phone contacts.**
- **Increase business through more effective communication – in sales, service & parts and at your dealership switchboard.**

## Dealership Telephone Training

### ☎ SERVICE ADVISOR, BODY SHOP AND PARTS TELEPHONE TRAINING

This 2 hour session:

- pinpoints the primary objectives of telephone communications: to bring the customer into your dealership for service or parts instead of going to the competition
- teaches effective phone techniques and telephone etiquette
- explores through role play eight typical service and parts situations
- uses actual compact discs to demonstrate dialogue used by the best companies and dealerships to increase service appointments and parts sales
- teaches how to sell the benefits and conveniences of doing business with your dealership
- helps your service and parts department personnel to understand the seven key elements to achieve excellence in customer satisfaction, and the importance of telephone communications in that process
- includes distribution of "Telephone Communications Reference Manual" and "Service and Parts Effective Telephone Dialogue and Customer Questioning Techniques."

Ask to see **the complete curriculum for this nuts-and-bolts course.**

### ☎ RECEPTIONIST/SWITCHBOARD OPERATOR TELEPHONE TRAINING

This 1.5 hour session:

- coaches your receptionist/switchboard operator in the general standards of professional telephone courtesy and effective telephone skills
- demonstrates professional answering styles and greeting dialogues
- introduces the importance of the customer's first impression
- provides guidelines for placing a caller on hold and transferring callers, plus handling dissatisfied and irate customers
- reviews compact discs of dealership telephone performance from mystery shopping calls, compact discs of the receptionist's performance, and establishes a receptionist telephone mystery shopping score objective
- Includes distribution of "Telephone Communications Reference Manual."

Ask to see **the complete curriculum for this valuable course.**

### ☎ NEW AND USED VEHICLE SALESPERSON TELEPHONE TRAINING

This 2 hour session:

- covers effective phone techniques to get caller name, phone number and how to pursue the caller to make a formal date and time appointment
- introduces dialogue used by the best companies and car dealerships nationwide to improve their communication skills, create excitement, stimulate buying emotions, increase appointments and vehicle sales
- includes discussion of seven key elements in telephone etiquette, standards of professionalism, and the importance of the customer's first impression
- looks at typical sales department calls and showroom situations
- reveals techniques of the top pros through audio tapes of actual calls
- demonstrates techniques for logging and confirming showroom appointments, contacting no-shows, handling resistance and selling the benefits and conveniences of doing business with your dealership
- includes distribution of "Phone-Ups Sales Training Manual."

Ask to see **the complete curriculum for this results-oriented course.**



**W.C. SMITH**  
**Automotive**  
**Retailing**  
**Resources**

8216 Ashford Blvd.  
Laurel, MD 20707  
(301) 498-5075



## PARTIAL LISTING OF TELEPHONE TRAINING CLIENTS

**American Service Center (Mercedes)**, Arl., Va  
Ralph Mastantuono – Gen. Manager, (703) 525-2100  
**Autohaus Tischer (Honda & VW)**, Laurel, Md.,  
Randy Helman, General Manager, (301) 498-7400  
**Capitol Cad-Buick-Pont-GMC-Hummer**, Greenbelt,  
Md., Wayne Quackenbush – Gen. Mngr. (301) 441-  
9600  
**Easy Auto Group**, Newport News, Va,  
Hal Goates, VP Corporate Services, (757) 591-1037  
**Habberstad BMW - Mini**, Huntington Station, NY,  
Erik Habberstad, President, (631) 271-7177  
**Fairfax Honda**, Fairfax, VA,  
Jack Seaver, Sales Manager, (703) 934-8500,  
**Fairfax Volkswagen/Volvo**, Fairfax, VA,  
Jack Seaver, Sales Manager, (703) 934-8500,  
**Heritage Chrysler**, Baltimore, MD,  
Alex Kazaras, General Manager, (410) 661-3400  
**Herb Gordon Nissan**, Silver Spring, MD,  
Jay Sponseller, Service & Parts Dir., (301) 890-8200  
**Herson's Honda**, Rockville, MD,  
Chris Glakas, Sales Manager, (301) 279-8600,  
**Highland Chrysler-Jeep**, Grand Rapids, Michigan,  
Doug Breuker, General Manager (616) 243-8048  
**Hill and Sanders Ford**, Wheaton, Md.  
Kevin McLaughlin, President (301) 949-4060  
**Jack Evans Chevrolet-Cadillac**, Front Royal Va,  
John Evans, President, (800) 532-4389  
**Leesburg Honda & Toyota**, Leesburg, VA,  
Terry Gibson, Service Manager, (703) 478-1111  
**Lindsay Lexus**, Alexandria, VA,  
Jeff Warner, General Manager, (703) 933-3000,  
**Martens Cars of Washington D.C.**,  
Steuart Martens, President, (202) 537-3000  
**Nissan Motor Corporation**, Herndon, VA,  
Steve Schallau, Baltimore Metro Consultant,  
**Ourisman Dodge/Suzuki**, Alexandria, VA,  
Andy Heye, General Manager, (703) 329-1600  
**Oursiman Fairfax Toyota**, Fairfax, VA  
Vince Thibodeau, Service & Parts Dir. (703) 359-1010  
**Preston Ford**, Preston, MD,  
Jon Townley, Comptroller, (800) 655-3764  
**Rosenthal Honda**, Tysons Corner, VA,  
Kevin Taylor, Service Manager, (703) 442-8000  
**Rosenthal Mazda**, Arlington, VA,  
Bob Stevens, Service & Parts Director, (703) 527-3000  
**Rosenthal Toyota**, Landover, MD,  
Mike Whelan, Service & Parts Dir., (301) 772-6900  
**Rusty Eck Ford**, Wichita, Kansas,  
Ken Haskett, Parts & Service Dir. (316) 689-4475  
**Sport Chevrolet**, Silver Spring, MD,  
Rob McBride, Service Director, (301) 890-6000  
**Toyota of Bowie**, Bowie, Maryland,  
Dick Patterson, President, (301) 867-1600  
**Toyota of Waldorf**, Waldorf, Maryland  
Susan Fennell, General Manager, (301) 843-3700

# Dealership Telephone Training

## SATISFIED TELEPHONE TRAINING CLIENT TESTIMONIALS

*"Wally Smith has performed motivational service, body shop and parts department telephone training for our four locations. He mystery shops our fixed operations and records on audio cassette tape the handling our employees afford potential customers. His training includes establishing phone standards, dialogue to impress customers and he helped to form some positive telephone habits by our employees. His effective phone training immediately provided results in cultivating phone prospects. Wally has helped us capture business we were leaving on the table. It is now management's job to reinforce Wally's training."*

**Mr. George Pittenger, Service & Parts Coordinator,  
The Herson's Dealerships, Rockville, Maryland**

*"Wally Smith's phone training focused our service and parts staff on capturing the service and parts phone prospect for our dealership instead of letting them go to the competition. He uses mystery shoppers on audio tape as a training aid and to test the results. We were impressed with Wally's professionalism, humor and training effectiveness. I was surprised the next morning to hear employee compliments about the training. I have recommended his phone training to many others with great pleasure and confidence."*

**Paul Sonnhalter, Service Director,  
Fairfax Honda, Fairfax, Virginia**

*"Ten years ago we struggled with capacity problems and getting the workload done, oh how times have changed, now we don't have enough business. Wally Smith's service and parts training used actual phone calls by mystery shoppers seeking prices, repair advice, etc. to have our employees hear how little attempt was made to capture business. He set phone standards, played the tapes and lit a fire under our staff."*

**Bob Stevens, Service & Parts Director,  
Rosenthal Mazda, Arlington, Virginia**

## Call (301) 498-5075 to see how our checklist can deliver solutions for you.



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