



- ✓ **Is your customer-pay labor hours per repair order consistently above 2.3?**
- ✓ **How many “one-item” repair orders are written per day?**
- ✓ **Are you selling 80¢ in parts for every dollar of customer-pay labor?**

We offer a systematic service sales training program designed to meet your individual dealership requirements and increase your profit!

Our training program involves no travel or lost time for your service staff, so it is both time effective and affordable. Our On-Site Dealership Service Training Program can be scheduled conveniently so as not to disrupt your daily service activities.



## Employee Training: Sales & CSI Training for Service Management and Advisors

### Why use ARR Training Services?

Dealers tell us that the ARR training quality far surpasses any degree of service employee development provided at the dealership level or by “gypsy” trainers. An immediate return on investment comes from increased productivity, service sales, improved employee attitude, motivation and profitability, according to ARR clients. Our clients include some of the most prestigious, profitable dealers in the U.S. Quality is foremost, both from the service provider and the client.

### What are your dealership training needs?

- Greeting, welcoming, listening, inspecting and verifying.
- Sales techniques that “alert” the customer to needed maintenance.
- Customer development, telephone training/techniques.
- Time and cost effective service training.
- Reduced service staff turnover.
- Daily planning and goal setting.
- A training program customized to fit your service system.
- Increased sales effectiveness, productivity and profitability.

- **Cost- and time-effective On-Site Dealership Service Training Program can increase your profit.**
- **Train your Service Managers and Service Advisors, and create increased productivity, service sales, and improved employee motivation and attitude.**

The initial reaction to our new On-Site Dealership Service Training Program has impacted service personnel confidence and morale. Their sales performance has been energized, thereby providing both immediate and long term cost benefits.

### You may have the following questions:

- **What is my financial exposure?**  
A daily training investment fee per plus travel expenses (training materials are included).
- **Can my Service Manager and Service Advisor participate in the cost?**  
That is your decision. You may wish to share the cost, then reimburse the Service Advisor upon attaining an improvement in their monthly service sales performance.
- **Is the trainer qualified**  
Wally Smith is the principal trainer and telephone training specialist (Refer to Profile).



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