

# Fixed Operations Training for Your Entire Team



**Service Advisors  
Service Managers  
BDC Managers & Personnel**



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## Putting Your Customer FIRST

After spending over a decade training with RV Dealers and Fixed Operations Management Teams, we learned there was a real need to establish a primary focus on ***“Putting Your Customer FIRST.”***

- **First** on the telephone
- **First** during the reception process
- **First** in the repair process
- **First** in delivering the vehicle

*By installing our performance driven training and then coaching the entire Fixed Operations Team on these customer driven processes, we found that our RV dealers experienced record profits in their fixed operations by increasing owner retention, CSI and sales.*



## The Don Reed PRO Training Network

We then created the first *training network* in the RV industry by offering a multitude of products and services to include ...

- Profit Improvement Plans that enable you to start earning the profits you deserve
- In-dealership Training for RV Service Advisors and the Fixed Operations Management Team
- DealerPRO VTN--the best Online Interactive Training for RV Service Sales
- The DealerPRO Training Center - with classes for Advisors and Managers every quarter
- Menus that train your customers how to maintain safe and reliable vehicles
- Monthly Monitoring and Maintenance Plans to keep the momentum going for the long term
- Phone Skills training for Appointment Coordinators and Advisors that improve scheduling processes and appointment setting goals

When we created the synergy to put all of these *Performance Driven* products and services together and then recruited and trained some of the top RV and Automotive Fixed Operations Specialists in the industry, the result became The Don Reed PRO Training Network.





## About DealerPRO RV

DealerPRO Training is the largest Performance Based Fixed Operations Training Organization in North America and includes DealerPRO Training, DealerPRO RV Training, DealerPRO VTN and the Don Reed PRO Training Network.

DealerPRO RV Training (formerly RVMax Training) is the nation's #1 performance-based Fixed Ops Training company designed exclusively for RV dealers. Our proven training builds your team into top customer retention specialists, coaching dealers, managers, and fixed ops personnel on customer communication, process and expert phone skills in the RV Service department.

Don Reed, CEO of DealerPRO RV Training, has worked with hundreds of personnel in RV stores in the U.S. and Canada, teaching them how to increase profits in fixed operations. As an RV Dealer for 14 years, Don achieved a 65% market share in interior Alaska for both sales and service and was awarded the Fleetwood "Circle of Excellence" and Winnebago "Circle of Excellence" for outstanding customer service. In his first year as a JAYCO Dealer, he received the "Rookie of the Year" award. He has been published in *Fixed Ops*, *RVPRO*, and *Dealer* magazines and has conducted workshops for RVDA, NTP-Stag and NADA as a Top 10-Rated Speaker.

DealerPRO RV Training is an approved curriculum for the Mike Molino RV Learning Center and provides custom training for all RV Dealers, including Pop-Ups, Travel Trailers, 5th Wheels, Class C and Class A Motorhomes. Our proven, in-dealership performance driven training initiatives have produced additional gross profits for RV Dealers that beat their previous year's performance by up to 40% or more. We've accomplished these remarkable results by training, teaching and coaching the RV dealership service team to provide every customer with the highest level of service they possibly can on each and every visit.

We are so confident in these performance driven processes that we even base our compensation on the dealer's profit improvement.

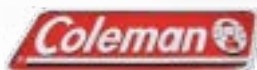
Don Reed-CEO & Founder



Jennifer Elsken-CFO & Partner



Contributor



## Some of Our RV Customers



Little Dealer  
Little Prices RV



## RV Management In-Dealership Performance Driven Training

### Evaluating & Motivating Employees to Succeed

- Eight Steps to Success
- What is a Manager
- Triangle Management
- Necessary Attributes of a Manager
- Goal Setting
- Necessary Employee Attributes
- Motivating Employees
- Think Success
- The Service Manager's Job Description
  - a. First Thing in the Morning
  - b. Sales Performance Review
  - c. Advisor Sales Meeting
  - d. The Road to a Sale
  - e. MPI Evaluation
  - f. Accountability Meetings
  - g. Weekly Performance Reviews
- Directing Employees Through Change
- Comfort Zone
- The Managers Road to a Sale
- Ten Reasons Managers Don't Succeed
- Eight Steps to Accountability

### Maximizing Technician Production

- Understanding Productivity
- Increasing Productivity
- Dispatching for Maximum Productivity
- How to Improve Repair Event Cycle Time

### Business Plan Development

- Three ways to Increase Gross Profit
- How We Lose Customers
- Increasing RO Traffic

### Hiring Top Performers

- Advertising Options
- Job Fairs
- Interview Questions
- Personality Profiles
- Background Checks
- Share Your Expectations
- Hiring Processes

### Advanced Production Structures

- Evolution of the Service Department
- Lateral & Simple Support Groups

### Building Effective Maintenance Menus

- Structuring Menus
- Pricing Strategies
- Parts Price Averaging
- Labor Time Averaging
- The Importance of "Choices"
- Flush Services

### Service Manager's "Best Practices" Handbook

- Appointment Systems
- Scheduling Processes
- Booking Tickets
- Dispatch
- Pricing Structures
- Advisor & Technician Pay Plans





## RV Advisor In-Dealership Performance Driven Training

### RV Advisor Training (Course 1)

- Performance Guides in the RV Dealership
- 10 Mistakes Every Advisor Must Avoid
- Success Formula
- Goal Setting
- The Stages of Change
- Salesman vs. Service Advisor
- Why we have Service Advisors
- Prepare for Success “Daily Checklist”
- Staying in Contact with Our Customers
- The Scheduling Process
- Phone Script “How Much Does It Cost...”
- Phone Script “What Do You Think Is Wrong With My ...”
- Phone Script “Emergency Situations”
- Base Warranty Script “Is it Covered Under Warranty”
- Powertrain Warranty Script “Is It Covered Under Warranty”
- Customer FIRST Service Process
- Feature/Benefit Selling
- Advisor Write-up Scripts
  - a. Meet and Greet
  - b. “Check and Advise” Repair Order
  - c. MPI Script
- Sales Script

### RV Advisor Training (Course 2)

- Diagnostic Fee Script
- Special Order Parts Script
- Menu Training & Script
- Putting the Customer at Ease
- Offer Choices
- Performing a Walk-around
- MPI Process Map With Every Repair Order
- Estimate Sheet Completion
- Selling from the MPI
- Handling Technicians for Maximum Productivity

### RV Advisor Training (Course 3)

- Lost Sales Follow-up Report and Script
- Product Knowledge
- SMART Descriptions
- Active Delivery
- CSI Script

### RV Advisor Training (Course 4)

- Overcoming Objections
- No Problem Found
- Selling Accessories

### RV Advisor Training (Maximizing Technician Production)

- Understanding Productivity
- Increasing Productivity
- Dispatching for Maximum Productivity

### RV Advisor Training (Advanced Selling Skills)

- The Art of Selling
- Closing Techniques
- Selling via Email
- Retaining New Sales Customers



## Service Manager's Daily Performance Report

### ABC RV

Month of: August-16

Service Advisor: All

	Advisors Goal	Scott	Thom	Mike	Totals	Total Shop Goal	CYMTD vs. Goal	Previous Year	CYMTD vs. PYMTD
Working Days for the Month	N/A	20	20	20	20	N/A	N/A	N/A	N/A
<b>Retail Hours per Repair Order</b>	<b>4.0</b>	<b>3.9</b>	<b>4.0</b>	<b>3.9</b>	<b>3.9</b>	<b>3.6</b>	<b>0.3</b>	<b>3.3</b>	<b>0.6</b>
Total Labor Sales (CWI) (Travel Rate)	\$42,300	\$42,667	\$36,112	\$41,119	\$119,898	\$126,900	-\$7,002	\$95,386	\$24,512
Retail Labor Sales (Travel Rate)	\$20,550	\$22,336	\$17,816	\$18,888	\$59,040	\$61,650	-\$2,610	\$44,376	\$14,664
Total Parts Sales (CWI) (Travel Rate)	\$40,159	\$39,328	\$36,825	\$40,144	\$116,297	\$120,477	-\$4,180	\$79,039	\$37,258
Retail Parts Sales (Travel Rate)	\$24,300	\$22,189	\$20,146	\$25,578	\$67,913	\$72,900	-\$4,987	\$47,443	\$20,470
<b>Retail Effective Labor Rate</b>	<b>\$95.00</b>	<b>\$94.88</b>	<b>\$95.51</b>	<b>\$96.32</b>	<b>\$95.53</b>	<b>\$95.00</b>	<b>\$0.53</b>	<b>\$92.26</b>	<b>\$3.27</b>
Total RO's (Travel Rate)	115.0	112.1	99.6	98.9	311	259	52	235	76
Retail RO's (Travel Rate)	60.0	60.3	46.6	51.4	158	180	-22	140	18
Technician ASR # (Travel Rate)	18.0	21.1	15.4	15.1	51.6	54.0	-2.4	N/A	N/A
Technician ASR \$ (Travel Rate)	\$6,400	\$6,422	\$5,890	\$5,767	\$18,079	\$19,200	-\$1,121	N/A	N/A
<b>Technician ASR %</b>	<b>30.0%</b>	<b>35.0%</b>	<b>33.0%</b>	<b>29.4%</b>	<b>32.6%</b>	<b>30.0%</b>	<b>2.6%</b>	<b>N/A</b>	<b>N/A</b>
Advisor Menu Sales # (Travel Rate)	15.0	16.0	14.6	12.2	43	54	-11	N/A	N/A
Advisor Menu Sales \$ (Travel Rate)	\$5,585	\$6,112	\$5,441	\$5,227	\$16,780	\$16,755	\$25	N/A	N/A
<b>Advisor Menu Sales %</b>	<b>25.0%</b>	<b>26.5%</b>	<b>31.3%</b>	<b>23.7%</b>	<b>27.0%</b>	<b>30.0%</b>	<b>-3.0%</b>	<b>N/A</b>	<b>N/A</b>
<b>Labor Gross Profit Margin</b>	<b>80.0%</b>	<b>80.2%</b>	<b>78.5%</b>	<b>79.9%</b>	<b>79.6%</b>	<b>80.0%</b>	<b>-0.4%</b>	<b>83.2%</b>	<b>-3.6%</b>
<b>Parts Gross Profit Margin</b>	<b>40.0%</b>	<b>38.9%</b>	<b>38.8%</b>	<b>42.3%</b>	<b>40.2%</b>	<b>40.0%</b>	<b>0.2%</b>	<b>40.5%</b>	<b>-0.3%</b>
<b>Retail Labor Gross Profit</b>	<b>\$16,440</b>	<b>\$17,921</b>	<b>\$13,977</b>	<b>\$15,086</b>	<b>\$46,984</b>	<b>\$49,320</b>	<b>-\$2,336</b>	<b>\$36,921</b>	<b>\$10,063</b>
<b>Retail Parts Gross Profit</b>	<b>\$9,720</b>	<b>\$8,638</b>	<b>\$9,411</b>	<b>\$9,744</b>	<b>\$27,793</b>	<b>\$29,160</b>	<b>-\$1,367</b>	<b>\$19,214</b>	<b>\$8,579</b>



## Technician's Daily Performance Report

Technician Performance Report								
ABC RV Store								
Technician Name	Tech #		Monday	Tuesday	Wednesday	Thursday	Friday	Total
Bob Technician	32	Produced	6.8	9.1	4.5	13.2	5.6	39.2
		Worked	8.0	8.0	8.0	8.0	8.0	40.0
		Percentage	85.0%	113.8%	56.3%	165.0%	70.0%	98.0%
Rod Technician	33	Produced	9.3	8.2	4.2	14.1	6.2	42.0
		Worked	8.0	8.0	8.0	8.0	8.0	40.0
		Percentage	116.3%	102.5%	52.5%	176.3%	77.5%	105.0%
Don Technician	34	Produced	5.1	9.3	9.8	9.0	8.3	41.5
		Worked	8.0	8.0	8.0	8.0	8.0	40.0
		Percentage	63.8%	116.3%	122.5%	112.5%	103.8%	103.8%
Bill Technician	35	Produced	12.2	13.1	12.5	8.6	11.1	57.5
		Worked	8.0	8.0	8.0	8.0	8.0	40.0
		Percentage	152.5%	163.8%	156.3%	107.5%	138.8%	143.8%
Ken Technician	36	Produced	4.3	6.1	8.3	4.9	5.3	28.9
		Worked	8.0	8.0	8.0	8.0	8.0	40.0
		Percentage	53.8%	76.3%	103.8%	61.3%	66.3%	72.3%
Leonard Technician	37	Produced	7.0	6.9	11.5	9.4	6.9	41.7
		Worked	8.0	8.0	8.0	8.0	8.0	40.0
		Percentage	87.5%	86.3%	143.8%	117.5%	86.3%	104.3%
Dave Technician	38	Produced	6.0	5.9	7.7	8.1	6.3	34.0
		Worked	8.0	8.0	8.0	8.0	8.0	40.0
		Percentage	75.0%	73.8%	96.3%	101.3%	78.8%	85.0%
Total Shop		Produced	50.7	58.6	58.5	67.3	49.7	284.8
		Worked	56	56	56	56	56	280
		Percentage	90.5%	104.6%	104.5%	120.2%	88.8%	101.7%

***“Productivity is never an accident. It is always the result of a commitment to excellence, intelligent planning, and focused effort.”***  
**Paul J. Meyer**

## Join our \$200k Club!

*Join the hundreds of dealers who have reached DealerPRO's \$200K Club milestone by improving their service and parts gross profits by \$200,000 or more.*



### \$200K

A&L RV Sevierville  
All Star Dodge  
Alton Blakley Ford Lincoln Mercury Mazda  
Antelope Valley Nissan  
Bay Ridge Honda  
Beaver County Chrysler  
Blaise Alexander Chevrolet Greencastle  
Blaise Alexander Chevrolet Muncy  
Bob Brady Dodge Honda Hyundai  
Bob Stall Chevrolet  
Bosak Honda Highland  
Brookings Auto Mall  
Brown Motors (Chrysler Dodge Jeep)  
Buerkle Hyundai  
Burt Watson Chevrolet  
Byerly RV (2006)  
Carquest Moyock (Independent)  
Carver Toyota  
Century Motors (Chrysler Dodge Jeep)  
Chesrown Chevrolet  
Cody Chevrolet  
Cold Springs RV  
Colonial Auto Center  
Courtesy Ford  
Cumberland Valley Dodge  
Cumberland Valley Subaru VW  
Dantin Chevrolet  
Dave Solon Subaru Nissan  
Dean McCrary Imports  
Eddie Tourelle's Northpark Nissan

Findlay Chevrolet  
Fort Dodge Ford  
Fox Ford Subaru Marquette  
Gardner's RV and Trailer Center  
Garlyn Shelton GMC  
Germain Honda of Ann Arbor  
Glenbrook Dodge  
Glendale Pontiac GMC  
Gosch Toyota (2011)  
Gosch Toyota (2016)  
Green Brook Buick GMC  
Green Buick GMC  
Hambelton La Greca Super Center  
Hilltop Camper and RV Rochester  
Integrity Auto Group  
Jack Key Auto Group  
Jaguar Land Rover Metro West  
Jim Shorkey Uniontown\*  
John Roberts Toyota\*  
Jolly John Auto City  
Killebrew Dodge Chrysler Jeep  
Koons Chevrolet  
Lakeland Toyota  
Lance Buick  
Lodi Chrysler Dodge Jeep Ram  
Madera Auto Center  
Matthews Chrysler Jeep Subaru  
McDonagh Dodge  
McMahon Ford

Mills Motors Buick GMC  
Motorsportsland\*  
Murray Chevrolet (Estevan)  
Murray Chevrolet (Fort St. John)  
Murray Hyundai (Winnipeg)  
O'Daniel Honda  
Owens Murphy Jaguar  
Palmetto Ford  
R'nR Holiday RV  
Royal Gate Dodge  
Royal Moore Mazda  
Royal Moore Toyota  
Sacramento Infiniti  
Saddleback RV  
Sanford Honda\*  
Scott Jaguar  
South County Nissan  
Suburban Subaru  
Sudbay Chrysler Dodge Jeep Ram  
Summit City Chevrolet  
Sutton RV  
Team Auto Chevrolet  
Thompson's Honda  
Thompsons Toyota  
Tomkinson Dodge  
Walnut Ridge RV  
Warnock Chrysler Dodge  
Young's RV  
Zimmerman.Honda

## Gross Profit Increases Dramatically when you Put your Customer First.

*Our Dealers have increased their Customer Pay Gross Profits by over \$60 million dollars, which is an average of over \$400,000 per dealer.*



1 Million		
	Buerkle Honda	
\$900K		
Lupient Chevrolet	Snell Motors (Buick GMC Cadillac)	
\$800K		
Specialty RV	Windsor Ford*	
\$700K		
Bullyan RV	Byers Toyota*	Windsor Ford
\$600K		
Akins Ford Apple Honda Campers Inn Merrimack	Edmark Toyota Fred Beans Ford Doylestown* Honda of Frontenac	Green Ford* Murray GM Fort St. John Parkside Ford
\$500K		
Bay Ridge Honda* Bill Barth Automotive Bill Cooke Imports Clements Chevrolet Subaru	Fred Martin Motor Company Sovereign Motors Toyota of McDonough	Viking Buick Williams Honda Willowdale Dodge Chrysler Jeep
\$400K		
Bankston Frisco Chrysler Jeep Dodge Buerkle Hyundai Campers Inn Kingston Carousel Motors Fred Beans Ford Langhorne* Fred Beans Ford Mechanicsburg* Glenn's Freedom Chrysler	Green Ford Gus Johnson Ford Hilltop Camper and RV Fridley Lewis Ford Lou Bachrodt Auto Mall Murray Chevrolet Cadillac (Winnipeg)	Murray GM (Fort St. John) (2017) Palm RV Performance Toyota Peruzzi Toyota Scoville Meno Auto Group Shockley Honda Woodson Honda
\$300K		
A&L RV Lake Park Addison on Erin Mills Alexander Nissan Bill McBride Chevrolet Subaru Bowman Dodge Brickell Honda Buick Byerly RV (2015) Crown Toyota David Ferraez Buick GMC DELLA Auto Group Dishman Dodge Eddie Tourelle's Northpark Nissan* Expressway Toyota* Fred Beans Toyota of Flemington*	Garlyn Shelton BMW of Temple Glendale Chrysler Jeep Green Hyundai Green Toyota VW I-29 RV Supercenter Jack Ellena Honda Jack Wolf Cadillac GMC Jaguar of Great Neck Jennings Anderson Ford Johnson Ford of New Richmond* Joyce Buick GMC in Avon Ken Wilson Chevrolet Key Auto Group	McDonagh Chrysler Jeep Miller VW North Bay Cadillac Oliver C. Joseph Chrysler Patchetts Ford Pierce RV Rountree-Moore Chevrolet Cadillac Star Dodge Chrysler Jeep Ram* Team Ford Lincoln Toyota of Terre Haute Tri Ford Wendle Ford Winnipeg Honda

\* = actively training as of Sept. 2022; gross profit increase is not final.



## What Dealers, GMs and Fixed Ops Managers say about DealerPRO...

*"After a rapid growth spurt, the company owner recognized the value of professional direction to assist us in a move to the next level of productivity and contracted with DealerPro. You became our company trainer leading us through professional, constructive and sensible training that has shown amazing results. We are providing better service to our customers while increasing productivity and profitability. You have become an integral part of our team and I sincerely hope you will continue to be involved with our company once the initial agreement ends."*

**– Palm RV**



*"I just want everyone to know that these processes work. They generate income, they generate a positive experience. It is so important to embrace them and work through them. They really help develop the team's skills and help everyone take advantage of the opportunities available to them. DealerPro has really helped us here."*

**– A & L RV, Lake Park**



*"Our company was searching for ideas on increasing customer satisfaction, turnaround time along with increasing profits. We partnered up with DealerPRO Training and the results were amazing. When DealerPRO first came into our store they looked at everything, all of our current processes. They assessed the primary opportunities and immediately came up with a plan. Our first priority was to increase shop productivity. DealerPRO laid out their technician productivity incentive plan and it was a "no brainer". Their proforma showed us the increase in labor gross profit along with increasing the techs pay. We rolled out the new plan and the techs were very excited. Our total shop productivity went from a 90-day average of 52% to just over 86%. Our customers were getting their coaches back in a timelier manner without sacrificing quality. Our Labor Gross Profit went from 57% to 75% in the process. The surprise was the ability to attract great techs, word got out around town and we were screening our tech applicants rather than hoping to receive one. One of our main goals was to get to 100% service absorption and DealerPRO has moved the needle from 48% to 74%"*

**– Motorhomes of Texas**



## What Dealers, GMs and Fixed Ops Managers say about DealerPRO...

*"I attended the Service Manager Training in Columbus, Ohio and I've learned a ton. Half way through the first day I realized I've attended a few Spader Training events and this absolutely blows them out of the water!"*

### – I-29 RV

*"Our service department realized significant gains in both efficiency and profitability immediately after beginning DealerPRO's program. The fixed operations side of the dealership has already experienced an increase of over \$200K in gross profit, months before the year's end. DealerPRO helped us secure the knowledge and tools needed to achieve the maximum productivity level of our service and parts departments."*

### – Byerly RV



*"This past year has been George M. Sutton RVs most profitable year in both parts and service. We have increased our labor gross profit by 57% and parts/accessory gross profit by 27%. This was done in a downturned Oregon economy. The training and procedures RVMax brought to the table is far beyond consulting. They worked hand in hand with our managers and advisors to develop customer service skills and sales techniques. RV technician productivity increased to 103%, unapplied time was reduced by 85%."*

### – Sutton RV

## Performance Driven Training Plans



### **Performance Based Plan:**

Dealer pays to DealerPRO RV a commission on the Parts and Labor Gross Profit increase by comparing each month of the agreement term with the corresponding month of the prior year, plus a Monthly Maintenance & Monitoring Fee. Dealer reimburses DealerPRO RV Trainer for their minimal travel expenses to include round trip coach airfare, rental car, per diem and lodging.

**Initial Installation & Training:** 2 Trainers for 5 days each

**Follow Up Training:** 3 Days per month for 13 months

### **Monthly Monitoring & Maintenance**

- Daily PRO Performance Tracking for Technicians
- Daily PRO Performance Tracking for Service Advisors
- 13 Monthly PRO Performance Tracking Reports
- 13 Monthly PRO Performance Accountability Action Plans
- DealerPRO RV VTN Training for Management Team
- DealerPRO RV VTN Training for Service Advisors
- DealerPRO RV VTN Accountability Testing & Certification
- PRO Recruiting & Screening of New Hires

### **All Inclusive Fixed Fee Plan:**

Dealer pays to DealerPRO RV a fixed daily rate for each training day plus a Monthly Monitoring and Maintenance Fee. Dealer reimburses DealerPRO RV Trainer for their minimal travel expenses to include round trip coach airfare, rental car, per diem and lodging.

**Initial Installation & Training:** 2 Trainers for 5 days each

**Follow Up Training:** 3 Days per month for 13 months

### **Monthly Monitoring & Maintenance**

- Daily PRO Performance Tracking for Technicians
- Daily PRO Performance Tracking for Service Advisors
- 13 Monthly PRO Performance Tracking Reports
- 13 Monthly PRO Performance Accountability Action Plans
- DealerPRO RV VTN Training for Management Team
- DealerPRO RV VTN Training for Service Advisors
- DealerPRO RV VTN Accountability Testing & Certification
- PRO Recruiting & Screening of New Hires



## Build a Top Performing Fixed Ops Team with Award Winning Training that achieves results!

Our professional, in dealership training for Advisors, BDC personnel, and Fixed Ops Managers proves time and again, that with experienced trainers and Dealers/GMs who are dedicated to higher Fixed Ops performance, our training gets results!

### Customer FIRST Service Process

- Pre-Appointment Preparation
- Meet & Greet
- Interview & Investigate
- Confirm Concerns & Get Pre-Approval
- Initiate the MPI & Walk-around
- Select a Product or Service
- Feature Benefit Presentation & Demonstration
- Trial Close
- Close the Sale
- Active Delivery

### Overcoming Objections

- Qualifying Objections
- Tools for Overcoming Them
  - Feel – Felt – Found
  - Feel – Felt – Found with Plan B
  - Instant Reverse
- Overcoming the Fear of Rejection



### Telephone Skills for Advisors, Appointment Coordinators & BDC Staff

- How to Schedule Appointments to maximize Shop Productivity
- How to Avoid Quoting Price & Sell Appointments
- How to Avoid Diagnosing over the Phone
- How to Sell the Primary Item
- How to Make an Upsell Feature/Benefit Presentation

### Exceeding Your Customer's Expectations

- What Customers Expect
- Effective Communication
- Check & Advise Repair Orders
- Asking for a Pre-Approval
- Preparing the Estimate (under promise and over deliver)
- No Charge
- The Three "C's"

## Voted #1 Service Training Nationwide

See why Dealers across the U.S. have consistently voted for DealerPRO Training as their #1 Service Training Company year after year in the Dealers Choice Awards, voted on every year by readers of Auto Dealer Today magazine.



## Train Your Customers to Maintain Their Vehicles Properly ...

*A Powerful Sales Tool To Increase Service Sales Up To 30% or More!*



The image shows a tablet displaying the DEALERPRO SMART MENU. The menu is titled "Scheduled Maintenance At Regular Times" and "Motorhome Maintenance is LESS COSTLY than Repairs". It lists various services needed and their corresponding costs for different mileage intervals (1000, 2000, 3000, 4000, 5000, 6000, 7000, 8000, 9000, 10000, 11000, 12000, 13000, 14000, 15000, 16000, 17000, 18000, 19000, 20000, 21000, 22000, 23000, 24000, 25000, 26000, 27000, 28000, 29000, 30000, 31000, 32000, 33000, 34000, 35000, 36000, 37000, 38000, 39000, 40000, 41000, 42000, 43000, 44000, 45000, 46000, 47000, 48000, 49000, 50000, 51000, 52000, 53000, 54000, 55000, 56000, 57000, 58000, 59000, 60000, 61000, 62000, 63000, 64000, 65000, 66000, 67000, 68000, 69000, 70000, 71000, 72000, 73000, 74000, 75000, 76000, 77000, 78000, 79000, 80000, 81000, 82000, 83000, 84000, 85000, 86000, 87000, 88000, 89000, 90000, 91000, 92000, 93000, 94000, 95000, 96000, 97000, 98000, 99000, 100000). The services listed include: Lube Checks, Change Oil & Filter, Perform 12 Point Service, Inspection and Fluid Top Off, Generator Service Yearly or 100 Hours, Change Oil, Oil Filter, Air Filter and Fuel Filter, Inspect Brakes and Adjust if Needed, Perform a Heavy LP Leak Test, Replace Air Filter, Coolant System Flush, Exchange, Additive and Filter, 5/8" (16/16) Transmission Fluid Change with Filter, Transmission Filter Change (ONLY), Rear Differential Change Fluid and Inspect for Metal, Change Fuel Filter (1) some units have (2), Change Hydraulic System Filters, Change Air Dryer, Change Front Hub Oil, Change Tag Axle Oil, Adjust Hot Service, Replace Nozzle, Filter and Clean, Grease Service, Inspect/Unit Replace the Parts Needed, Appliances Service and Clean Burners, Heater, Refrigerator, Sewer, Water, Replace 12 Volt Compressor (optional), Clean Battery Terminals and Test Charging System, Apply Anti-Corrosion.

Reed Motorhomes St. Louis  
2410 Cherokee Drive  
Richmond Heights, Mo 63117  
(314) 687-6238

### SMART Menu: Your Constant, Consistent Sales Tool

100% of your customers are presented with 100% of their scheduled maintenance items 100% of the time!

Service Drive customers are presented with a menu offering three levels of service ...

1. Minimum Recommended Services and included Inspections
2. Preferred Services
3. Additional Services/Total RV Care

Service is specific to make, model, mileage and drivetrain to include towables, class C and class A motorhomes...

### Give Your Customers the Opportunity to Buy

Menus build trust and confidence while empowering the customer to choose.

When customers choose, they choose more ... up to 30% more!

### The Sales Tool That Works

Proper maintenance is critical to RV performance. Menus presents the manufacturer's recommended maintenance at the customer's specific mileage and/or time intervals, plus dealer-added maintenance recommendations.

### SMART Menu Expands Your Sales Opportunities

- Helps customers better realize their RV's requirements
- Encourages customers to upgrade their service experience
- Allows for easy-to-run specials
- A menu of services for the next visit can easily be printed before the customer leaves

## High Voltage Training Center Boosts your Service Sales and CSI!



DealerPRO delivers CEU's for Mike Molino RV Learning Center Certifications



**DealerPRO RV Training is RVDA-Approved!**

*The DealerPRO Training Center offers the perfect solution to sagging service sales performance—a jolt of highly charged sales power.*

*Our Training gets you interactively involved to sharpen your communication skills and drive more service traffic.*

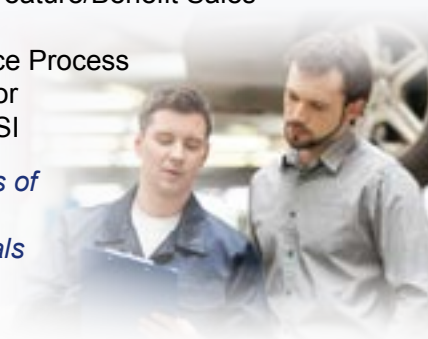
### **SERVICE ADVISOR TRAINING:**

**2 Days**

#### **Putting Your Customer FIRST**

- Telephone Techniques for scheduling Service Appointments
- Technical Awareness for better customer service
- Techniques for Giving Feature/Benefit Sales Presentations
- Customer FIRST Service Process
- Communication Skills for Increased Sales and CSI

*Course Includes: 2 full days of interactive training and test certification, training manuals and lunch.*



### **FIXED OPS MANAGEMENT AND LEADERSHIP TRAINING:**

**3 Days**

#### **How to Achieve 100% Service Absorption**

- Fixed Operations Performance Metrics
- Telephone Techniques for Top Performing Advisors
- Maximizing Shop Productivity
- Parts and Service Guides to Net Profit Improvement
- How to Manage the Customer FIRST Service Process
- Evaluate and Motivate Employees to Change
- Learn to Recruit Top Performers
- Design a Customer FIRST SMART Maintenance Menu
- Build a Profit Improvement Plan

*Course Includes: 3 Full Days of Interactive Training, Profit Calculators, Financial Statement Analysis, Test Certification, Training Manuals, Profit Improvement Plan and Lunch.*





## THE BEST ONLINE TRAINING YOU CAN GET!

*Don Reed in your Dealership, working with your Team every day, 24/7!*

### **MORE CONTENT • MORE INTERACTIVITY • MORE ACCOUNTABILITY • BETTER RESULTS**

*This one-on-one training commands complete attention from your Fixed Ops Team. Through interactive training sessions, reinforced with brief tests, DealerPRO VTN ensures a full understanding and comprehension of 88 performance-driven Fixed Ops courses. Your Team will develop the necessary skills to become Top Producers who drive more sales, increase profits and improve CSI!*

- Training Anytime, Anywhere, Any Device
- Phone, Tablet, Laptop, Desktop
- Short, Concise Courses
- Testing on each Course Builds Success
- Increase Sales
- Reduce Turnover
- Ongoing Refresher to Maintain Peak Performance
- Know Exactly when a Course is Completed with Easy to View Reports

**ACT NOW!**  
**FREE Test Drive!**  
**DPVTN.COM**

**100% Accountability** puts your Managers in the driver's seat, giving them access to reports, real-time progress tracking and certification completion.



Don Reed, CEO  
DealerPRO Training

## By Training Your Team in the Art of Putting Your Customer FIRST, You Will:

- Exceed Customer Expectations
- Build Owner Retention and CSI
- Sell More Appointments
- Overcome Objections
- Control the Sale
- Increase Your Service Sales Penetration

## Tune Up Your Service Team's Skills To Energize Sales & Customer Satisfaction!

### Advisor Track, 4 Certifications, (39 Chapters)

#### PRO Basic Certification

1. Telephone Techniques for Maximum Owner Retention
2. Role Play Simulator
3. Exceeding Your Customer's Expectations

#### PRO Advanced Certification

4. Service Processes for Top Performers
5. Overcoming Objections

#### PRO Top Performer Certification

6. Profit Builders Workshop Series-Advisors

#### PRO Master Certification

7. Putting Your Customer FIRST

### Management Track, 3 Certifications, (49 Chapters)

#### PRO Basic Certification

1. How to Achieve 100% Service Absorption
2. Accountability for Maximum Performance

#### PRO Advanced Certification

3. Managing the Customer FIRST Service Process
4. Pay Plans that Compensate to Motivate

#### PRO Top Performer Certification

5. Profit Builders Workshop Series-Managers

### Dealer/GM/MGR Performance Series

6. Leadership for Increasing Fixed Ops Profits part I
7. Leadership for Increasing Fixed Ops Profits part II

**FREE Test Drive!**  
**DPVTN.COM**



## Profit Builders Workshops

### Dealers | General Managers | Fixed Operations Managers

#### Interactive Training at Its Best

DealerPRO RV high intensity workshops are designed for the Dealer Management Team (Principal, GM, CFO) and Fixed Ops Managers (Service, Parts and Body Shop). Each workshop can be tailored to fit the time and format required. You get Profit Building Ideas you can put to work right away.

- Four Essentials to Achieving 100% Service Absorption
- Implementing the Four Essentials to 100% Service Absorption
- Essential Eight Controllables for Maximum Profits
- Managing the Essential Eight Controllables
- Three Rules for Maximum Marketing ROI
- Converting Service Leads to Sold Services
- Build Your Own Profit Improvement Plan
- The Service Customer 5 Rules of Engagement
- Take Your Fixed Ops Team from Good to **Great!**



Here's how our attendees rate our *Profit Builders Workshop* on a scale of 1 to 10:

**Content** of the workshop **9.6**

**Value** to your dealership **9.6**

**Speaker** presentation **9.8**

#### What our attendees say ...

*"Best Service Manager training I've been to ..."*

*"Don and his TEAM know their stuff!"*

*"Simple solutions for complicated situations."*

*"Excellent, easy to follow and very helpful."*

*"Step out of the box and you will make more money."*

*"Learned how to increase productivity & sales while maintaining CSI."*

*"Motivating! I am anxious to go back to my store and implement these ideas!"*





## ***Register Online for discounted Advisor and Manager Training Workshops!***



**The DealerPRO Training Center offers the perfect solution to sagging Service Sales & Technician Productivity—a jolt of highly charged *PERFORMANCE POWER*.**

We help you transform your Team so you get MAXIMUM RESULTS from ALL your people. That's how maximizing technician productivity becomes an attainable goal.

Our training process not only improves your customer service, it dramatically increases your Productivity, and Service Gross Profits. Go to [rvdealerprotraining.com/training-center/](http://rvdealerprotraining.com/training-center/)

## All In Online

**Workshops • Videos • Articles • Webinars • White Papers  
• Special Offers • Online Training • Don the Dealer Fun!**

DealerPRO is everywhere—with workshops from Boston to Atlanta to Los Angeles and everywhere in between—Plus online webinars, trade show presentations, video interviews, Q&As ... And much, much more. You'll also find Don and DealerPRO on industry websites from RV Pro to Automotive News to Dealer Service to Fixed Ops to CBT, but the best place of all is our site [www.rvdealerprotraining.com](http://www.rvdealerprotraining.com)

### Take advantage of Trade Show Specials

- NADA
- RVDA
- NTP STAG

### Get the latest Workshop schedules

- Profit Builders
- One Day Service Advisors
- One Day BDC Team Building

### Training Center Buy One, Get One

- 2-day Service Advisor course
- 3-day Management Team Course

### Get Ideas you can use

- 6 videos
- 22 articles

### Test drive online training—FREE!

- DealerPRO VTN
- Service Advisor track
- Service Manager track

### Join the \$200K Club

- Build bottom line muscle

### Get a FREE Profit Potential Analysis

- Just submit an easy peasy form

### Enjoy old time salesmanship

- 14 Don the Dealer commercials

### Arrange for In-Dealership Training

- Management Team
- Service Sales Team

### Contact us

- Call 1-888-553-0100 or email [results@dealerprotraining.com](mailto:results@dealerprotraining.com)





# FREE! Profit Improvement Plan



## Before Training vs. After Training



## No Risk. No Cost. No Obligation.

**\$995 VALUE.** If you are like most RV dealers, you are shorting yourself hundreds of thousands of dollars in lost Service Revenue opportunities ... and not optimizing CSI and Customer Retention.

### Optimize Technician Productivity

Our experience shows that most RV dealerships' shop productivity is well below 100%. But what if you paid the Technician for 50 hours billed out on the work orders and he still worked only 40 clock hours, which results in the Technician achieving 125% productivity. Is this possible in today's marketplace? The answer is "YES"... this Plan will show you how you can make it happen.

Call **1.888.553.0100** or email [results@dealerprotraining.com](mailto:results@dealerprotraining.com)

# Fixed Operations Training for Your Entire Team

**Service Advisors  
Service Managers  
BDC Managers & Personnel**



**Home Office:**  
1020 Taylor Station Road, Suite B  
Gahanna, OH 43230



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