

Gain Loyalty and Increase Upsells



U.S.

Parts and Service Solutions

Ask Yourself...

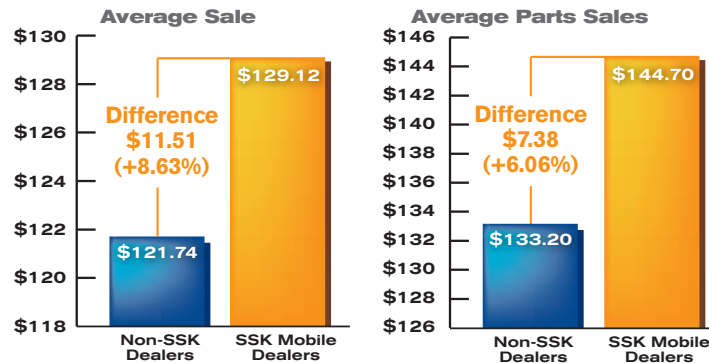
- ? How do you know every advisor is following your write-up process every time?
- ? How many upsells are you missing because of skipped vehicle inspections?
- ? What is undocumented, pre-existing vehicle damage costing you?
- ? What are you losing in declined services that you never follow up on?
- ? Do you offer your customers thorough explanations of maintenance needed and sold?

\$60 billion in annual vehicle maintenance is not performed.¹

Expect Results

- Sell more recommended repairs through consistent, enforceable vehicle walk arounds.

Service Sales Kit User Study



¹ Car Care Council

² J.D. Power and Associates Survey of Dealership Service Customers

Why Greet Your Customers?

81.5%

Rated
Customer
Satisfaction
As Excellent

81.5% of customers greeted immediately at their car rate their customer satisfaction as excellent.²

Service Sales Kit

Make it easier for your advisors to sell to every customer on the service drive. Service Sales Kit is a selling and process management tool (available as a mobile or desktop solution) that will improve CSI with a proactive, consistent greeting and write-up process.

Customer Signature
 [Handwritten Signature]

Help advisors capture any quick exterior upsell opportunities.

Vehicle Inspection
 Note areas of concern for additional upsells.

Vehicle Report Card
 Record declined services for future follow-up.

Vehicle History

RO#	RO Date	Mileage	Asy/Tech	3rd#	Sub Type	Operation Code	Operation Description
1575	01/24/11	30119	A - 34171		1 - C - CUSTOMER	500V2000000	OIL LIFE SYSTEM
					2 - C - CUSTOMER	60CV2	BELTS & HOSES
					3 - C - CUSTOMER	90CV2000000	WRL - BRAKE LINING
					4 - C - CUSTOMER	05CV21	* REPLACE AIR FILTER
1504	08/04/11	32045	A - 34271		1 - C - CUSTOMER	500V2000000	OIL LIFE SYSTEM
					2 - C - CUSTOMER	500V2000000	EXM FMS SVC
					3 - C - CUSTOMER	40CV21	* BATTERY SERVICE
					4 - C - CUSTOMER	15CV21	F REPAIR W/NEEDED
					5 - C - CUSTOMER	90CV2000000	REPLACE BELTS
1122	06/06/09	20990	A - 3		1 - C - CUSTOMER	25CV2	REPLACE FRNT BRK PADS
					2 - C - CUSTOMER	05CV2	OE CHANGES
1008	02/01/09	19000	A - 3		1 - C - CUSTOMER	25CV2	REPLACE FRNT BRK PADS
918	01/15/09	17998	A - 1		1 - W - WARRANTY	05CV2	TRANSMISSION SERV

“We nearly doubled our hours per RO in less than six months.”

Paolo Amendola, General Manager
 Steve Moore Chevrolet
 Charlotte, North Carolina

Highlights

- Walk Around – inspection that allows advisors to upsell on any quick exterior opportunities.
- Report Card – multi-point inspection integrated into the RO that gives advisors and technicians additional upsell opportunities.
- Forced March – establish service write-up steps that are mandatory for service advisors to complete.
- Declined Services – capture all declined services and have them automatically stored for future follow-up calls.
- Factory Style Maintenance Menus – allows advisors to upsell additional manufacturer and dealership recommended services based on the customer’s VIN, make, model, and mileage.
- Report Card Analysis - summary reporting of closing ratios, alerts, and sales results through Report Card utilization.

Drive service sales with a consistent and enforceable write-up process with Service Sales Kit.

