



SERVICE ADVISORS TIPS & STRATEGIES #1

How to maximise your potential and customer
satisfaction every time

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Service Advisors

Service Advisors need to continually be wanting to fuel their mind so they can become the BEST. The same reason athletes train is to fuel their body to become the best they can.

If you are an experienced Service Advisor this may just may be a good refresher. If you are just starting out as a Service Advisor hopefully you find this beneficial. If you get one or two tips out of this list it has been worth your while to read.

I have always believed in the old saying “You are never too old to learn”.

- First impression counts! Make it great the first time
- Inform your customers of the advantage of Factory Trained Technicians and Products
- Remember your business is RETAIL! You sell Service's and Product's.
- Give your customers the same experience you would expect to receive at retail outlets like David Jones etc.
- Have up to date Service and Product displays that are clean, tidy, appealing and inviting.
- You can use flat screen TV's or monitors if you are tight for room.
- If you have a tyre display, have the tyre on an alloy wheel!!
- Make the customer aware and feel this is a one stop Service Centre.
- Make the visit for the customer a fantastic experience
- Up sell extended warranties this helps to keep drive customers back to your service department
- Give the customer 100% of your attention
- Listen and listen actively
- You don't have to agree with all they say, but be empathetic
- Have 2 ears and 1 mouth!
- Don't just listen, hear!!
- To be great at your job you have to Practice, Practice, Practice
- Keep constant eye contact
- Speak clearly and slowly
- Remember happy customers keep returning
- Ask fact finding questions
- Communication with your Foreman needs to be smooth and efficient
- Used web based tools to visually explain the repair
- Never underestimate the value you bring to your customers



- Write down your long term goals and have a plan
- View mistakes as a learning opportunity
- Break your day down to bite size pieces
- Hang around positive people
- Do the worst jobs in your day first and best last, then you finish every day positive!!
- Dress as successful people do
- Have good time management skills
- Don't work against time, work with it!!
- Always be offering the customer preventative maintenance items
- Make sure your area is inviting
- Never stop learning
- Use "WE" instead of "I"
- Wear a name tag
- Always be wanting to improve your skills
- Recommend preventive maintenance
- Do what you say you will do

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Your onsite and online Dealership Coach, Mentor and Trainer

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