

# FIXED OPS TRAINING

Led by industry expert, Steve Shaw



**SPECIAL MEMBER PRICING**  
**\$349.99 per connection**

Three sessions for one price!  
(Normally \$599 per person)

Dealers can invite multiple  
staff members to join from one  
computer connection.

Oct. 19 | 1-2 pm

## Multi-Point Inspection

**designed for:**

Service Advisor | Service Mgr  
GM | Cashier | Valet | Tech

### Highest impact 3-step process to present the Multi Point Inspection

- How to properly present the PASS/FAIL Approach
- How to properly present the TOTAL COST to the customer
- How to handle simple questions regarding the FAILED items
- How to present dealership financing options (if available)
- How to give the customer control in the purchase decision

**Results:** Increase in RO Sales, Customer Engagement and improve CSI and Retention

*This is also a great session for your BDC team, receptionists and front-facing staff!*

### Personal communication approaches and best methods to interact with consumers, including words, tone and body language

- What does great communication look like
- Types of Communication, Verbal, Tone, Body Language
- Demonstrate how body language affects the customer
- How our attitude affects the communication process
- Demonstrate how Tone of Voice affects the presentation

**Results:** Improved customer communication and interactions

Oct. 26 | 1-2 pm

## Keys to Communication

**designed for:**

Service Advisor | Service Mgr  
GM | Cashier | Valet | Tech  
Parts Mgr | Parts Associates

### Best practices to present factory maintenance schedules and required maintenance

- How to properly present FACTORY SCHEDULED MAINTENANCE
- How to ask for additional services not included in the vehicle maintenance such as fluids and accessories
- How to improve ALIGNMENT SALES on the drive (with no costly equipment)

**Results:** Increase in RO Sales, Customer Engagement and improve CSI and Retention

Nov. 2 | 1-2 pm

## Maintenance Schedules

**designed for:**

Service Advisor | Service Mgr  
GM | Cashier | Valet | Tech

Exclusive Opportunity for MADA Members

# FIXED OPS TRAINING

Virtual three-part training program, exclusively for MADA members.

## PROGRAM OVERVIEW

Learn how to transform individual and team performance with proven strategies and practices. This is a virtual, engaging, instructor-led course. Dealers who register and provide this training to staff will see improvement in repair order performance, profit, team member earnings, and so much more! (Please see opposite page for additional details on each session.)

## ABOUT the SPEAKER

Steven Shaw is well known in the automotive industry as a professional speaker, trainer, and dealership expert. He is held in the highest regard by dealer principals and associates worldwide and may be considered the top service advisor trainer in the US and Canada. Zurich and Steve Shaw are partners in dealership improvement, with a mission is to provide the highest impact training in the shortest time.

## WEBINAR FORMAT

Registration for this program includes one computer connection for all three Zoom webinars. Multiple team members may participate in the training in a group setting, at no additional cost. Once registration and payment is received, MADA will provide an email with links to access the training on the specified dates.



### PROGRAM DATES

**Oct. 19 | 1:00 pm**  
Multi-Point Inspection

**Oct. 26 | 1:00 pm**  
Keys to Communication

**Nov. 2 | 1:00 pm**  
Maintenance Schedules

Each session runs  
approximately one-hour

*The only thing worse than  
training your employees and  
having them leave is not training  
them and having them stay.*

- Henry Ford -

### EDUCATIONAL PARTNER

This program is being  
offered to MADA members  
at a reduced rate, with  
support from Zurich.



### REGISTRATION INFORMATION

Dealership:	
City:	Phone:
Name:	Title:
Email:	



### SPECIAL MEMBER PRICING

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Multiple team members may  
participate in a group setting,  
at no additional charge.

### PAYMENT INFORMATION

<input type="checkbox"/> PAY BY CHECK (PAYABLE TO ADA)		
<input type="checkbox"/> PAY BY CREDIT CARD (COMPLETE BELOW)		
Name on card:	Amount: <b>\$349.99</b>	
<input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> Am Ex <input type="checkbox"/> Discover	Exp. Date:	CVV:
Card #:		
Billing address:		
Signature:	Date:	

The \$349.99 fee includes one computer connection for each of the three training sessions.

Mail registration form with payment to MADA Education:

1500 Kendale Blvd. | P.O. Box 2525 | East Lansing, MI 48826-2525