



Live, in-person training is back!

Zurich Service Advisor Training | Fixed Operations

Presented in collaboration with the Michigan Automobile Dealers Association and Steve Shaw Training



Zurich is bringing Service Advisor training back live and in person with a one-day program designed to help service teams build confidence, improve customer conversations and create stronger sales opportunities in the service drive.

Led by Steve Shaw of Steve Shaw Training and hosted by Zurich in collaboration with the Michigan Automobile Dealers Association, this session will give participants practical techniques they can apply immediately to better present recommendations, handle objections and connect repair needs to customer value.

Topics will include:

- Menu selling
- Why Customers Buy
- Presenting a Multi-Point Inspection
- Creating Amazing Presentations
- Advanced Objection Handling
- And much more...

Choose the one-day session that works best for your schedule

Session One

Monday, October 26th
10:00 a.m. - 4:00 p.m.

Location:

Michigan Automobile Dealers Association
211 Harrier Drive
Bath, MI 48808

Session Two

Tuesday, October 27th
9:00 a.m. - 3:00 p.m.

Registration Fee:

\$349/person
Continental breakfast and lunch will be provided.

Meet the Trainer: Steve Shaw



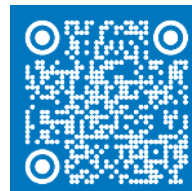
Steve is a Professional Speaker and Trainer. Steve holds various educational accomplishments including an MBA and PhD. He has trained thousands of service personnel; he trains Service Advisors to SELL. Steve has created the ultimate

service advisor training program which is being used in dealerships worldwide. Whether it is the entry-level express advisor to the veteran consultant, Steve has proven to get results.

Limited seats available – register today!

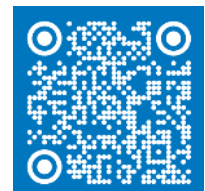
Monday, Oct 26th

<https://www.addevent.com/event/1n5xqjg053fb>



Tuesday; October 27th

<https://www.addevent.com/event/pl2pbg3xch95>



Questions?

Contact Eric Castetter at 260-705-2881 or Dan Kapenga 616-368-7488 or email us at zdm.management@zurichna.com.