



ZURICH®

Zurich Service Advisor Remote Training



POWER TRAINING 2020

We're bringing Zurich Service Advisor Training to your dealership, virtually!

Zurich Power Training 2020 takes all the elements of success in the service drive and simplifies them to help service advisors of all skill levels achieve even greater success. Don't miss this energizing, informational and interactive remote training. Video capabilities are required.

Attend training right from your dealership! This new remote training option offers three days of interactive learning right from your desktop. Morning and afternoon sessions are available:

Session A:

Session B:

Ready to increase your labor hours per repair orders by 0.1, 0.2 or even more than 0.5? Then don't miss out on the opportunity to attend Zurich's Remote service advisor training: Power Training 2020!

Buying Motives, Power Words, Presenting the MPI

Why Customers Buy: Creating the need to buy

Learn the latest customer research on the mind of the consumer. This course will show the service advisor the REAL motives of the customer. Research is amplified by the current state of the industry in a virtual world.

Power Words: No negativity in the drive

Discover how words affect each presentation. The course will provide the service advisor the proper tools to positively influence the customer experience.

Presenting the MPI and Presenting the Factory Maintenance Schedule

Multi-Point Inspection Training: Turn excuses into buyers

Create the need for a customer to buy now. This course will show the service advisor how to present the MPI as a Pass – Fail approach.

Presenting the Factory Maintenance Schedule & Objection Handling

Maintenance Schedule Presentation: Stop selling oil changes

Get customers to buy maintenance. The course will demonstrate to the learner the proper way to present the dealership maintenance schedule. The students will learn to present minimum requirements along with one additional key sales point. This can add thousands of dollars to the bottom line immediately.

Overcoming Objections:

Forget no! After training the service advisor will understand why customers buy and how to gain acceptance by presenting facts.

Register Today!

Don't Miss Out! Seats are limited!

[Register Online](#)

Discounted Rate Available

Zurich F&I customers: \$199
(Promo Code: CUSTOMER – will be validated)

All other dealerships: \$299

Seminar Attendees:

Order Steve Shaw's Master of the Waiting Room for a discounted price of \$50

