**Service to Sales**

**Introduction:** Increased importance of mining the Service Drive for sales opportunities

**Approaching the Customer**

 Day(s) before appointment

 Where do you see the appointments? How do you determine who to proactively reach out to?

 What is the message you communicate (phone, email and text examples)

 One the Drive

 What is your approach?

 Do you have means for the customer to approach you?

 In the waiting lounge

 Customers you didn’t see in person

 Text message, note attached to RO, compensation for service they just paid for?

 VIP Express

**Service Advisor Involvement**

 Team or Turmoil

 Communication with Sales

 Compensation/Bird Dog

 Customer pass-of (1/2 sheet on R/O, physical t.o…)

**Sales Aids**

 Hang Tags

 Rollouts

 Banners in Drive

 R/O Attachments

 Loaner Offers

**Follow-Up**

 At what point are they entered into the CRM

 Sourcing/Tracking for VIP Express vs. all other Service Drive customers

 Who Calls

 Email Templates Utilized

 Manager Involvement

**Titles**

Vehicle Exchange Specialist

VIP Coordinator

Equity Advisor

Special Programs Coordinator

Loyalty Driver

**Conclusion**

 What are you excited to implement that you hear today

 Session held every month, but different ideas, processes and resources shared. Come back often to hear more AND to share what you have taken action on that has worked for you.