**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.