



Phone Shoppers is essential for all Service Writers | Advisors | Managers.

- ✓ Four Automotive System Videos
- ✓ Downloadable Workbooks for every Video
- ✓ Hosted by a Professional LMS Provider
- ✓ Average Video Time is 17.5 minutes

### Who Should Complete the Phone Shoppers Program?

- ✓ Anyone who answers the phone or speaks with customers on the phone
- ✓ Anyone responsible for converting phone calls into appointments
- ✓ Anyone who wants to hone communication skills while on the phone



### Step-by-Step Description

Phone Shoppers follows the chronological flow of the phone shopper experience



1. Prepares us for taking the call by discussing scripts and character
2. Analysis of customer emotion and true intent
3. Identify and provide scripts to produce genuine customer answers
4. Defined approach for making the appointment a valuable step in the repair process
5. Guiding the customer into a scheduled appointment time
6. How to properly say thank you and ensure the appointment is kept by the customer

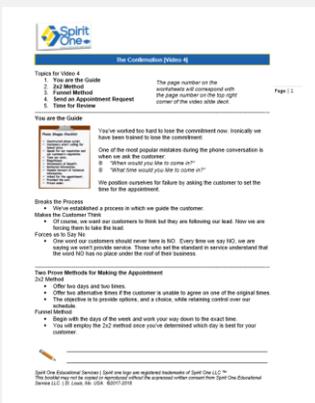


The format and delivery of information is perfect for everyone. Phone Shoppers employs a dynamic hybrid of Active Slide Deck and Full Motion Animation to capture visual attention. Narration is grounded with a music playlist designed to maintain a progressive feel to the learning process. The information is delivered in a story-like format that is easy to understand. The learning experience is timeless because every video has an accompanying downloadable workbook. The dual-purpose workbook will be used to follow along with the video and for future reference.

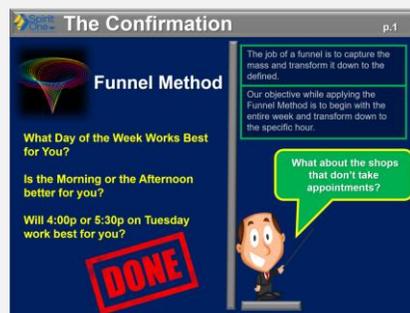
### Video Summary

Video #1	Before the Ring	18 minutes
Video #2	The Conversion	16 minutes
Video #3	The Discovery	22 minutes
Video #4	The Confirmation	15 minutes

Downloadable Workbooks



Active Slide Deck Full Motion Animation



The Phone Shoppers Program is one payment of \$95.00 (subscription valid for 30 days)

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