

SellSmart: Service Advisor Sales Training

Increase Your Hours and Dollars Per Repair Order

Service Advisor sales training is commonly overlooked and underfunded as part of the overall health in Fixed Operations. Addressing widespread underperformance and inconsistencies can have huge impacts on your hours and dollars per repair order (RO) and therefore your profit margins. In addition to being overlooked, dealers often don't have the internal resources (skills or time) to properly train, measure, and easily manage their Service Advisors. Those that do take the time find that after sub-par training concludes, bad habits continue once no one is looking.

SELLSMART AVERAGE RESULTS:

7X

Average ROI

\$32.28

Increase In Dollars Per RO

\$270,764

Average Annualized
Revenue Increase

*Rolling 365, n=66



A CUSTOMIZED GAME PLAN, WITH REALISTIC, ACHIEVABLE, AND SUSTAINABLE RESULTS.

Dynatron's SellSmart solution is a customized, dealer specific, sales training program for your Service Advisors and their managers. Based on athletic behavioral training principles, Dynatron uses a mixture of onsite and offsite training, data analytics and continuous improvement to drive increased revenue through increased hours and dollars per RO. Where other services only give you some online training, we roll up our sleeves and help you achieve your goals.

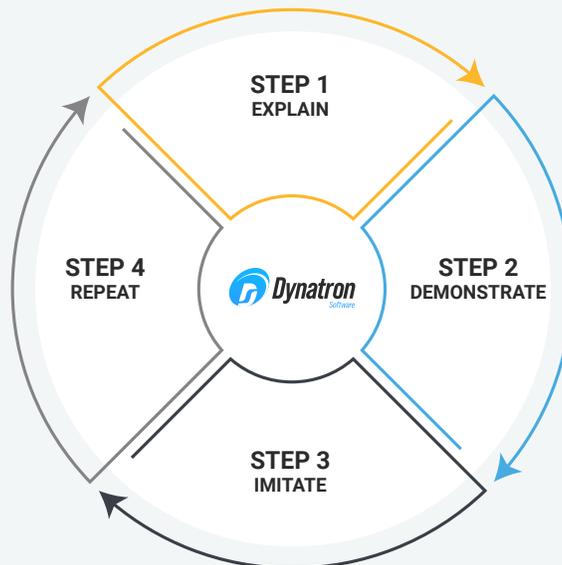
Dynatron uses its extensive data and proprietary technology to compare you to same make dealerships

in similar regions and markets. This allows our experts to create realistic and achievable goals. Your service team receives regular on-site visits throughout the year while we also work to constantly report progress. In the event goals are not being met, customized training can be adjusted or re-enforced.

A LONG TERM PARTNER, WITH LONG TERM ROI:

Dynatron is so confident in our ability to increase service department revenue through SellSmart Advisor Training that we offer a **3:1 ROI guarantee** return on your investment annually. We are committed to a long-term partnership and driving sustainable ROI. There are no hidden fees or costs, and everything is included.

DYNATRON LEVERAGES THE "WOODEN METHOD" OF LEARNING:



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Get your 3:1 ROI Guarantee

1. Point your phone's camera app at the code.
2. Tap the link on your screen.
3. Give us your contact info and we'll be in touch!

