

Jeremy O'Neal Advisorfix

2025

Class Titles and Description

Please Note* The topics here can be formatted to fit most time requirements. Ideally a 3 or 4-hour classroom setting is best.

Digital workbooks will be emailed to the group prior to the training session. If printed workbooks are request the cost and logistics of printing and delivery to the venue shall be paid by the client.

SOLVING THE DIAGNOSTIC SALES PUZZLE

Diagnosing vehicle issues is a key part of the auto repair process, but selling these services to customers can be challenging in the diy youtube era. In this class, technicians and service advisors will learn proven methods to validate diagnostic fees customers are willing to pay while delivering professional and comprehensive vehicle assessments.

Participants will create profitable yet valued diagnostic service packages for their shop that logically pinpoint issues for accurate first-time repairs. Through examining the inherent value quality diagnostics provide over free online diy content, attendees will build confidence in presenting these offerings to customers.

By the end of the class, learners will have a rock-solid sales framework to communicate their diagnostic plan's value-add with specificity. With the right packaging, messaging, and confidence, shops can get paid for thorough and professional assessments while fixing vehicles properly the first time. This class provides the diagnostic sales solutions technicians and service advisors need in today's diy-skeptic customer climate.

LEAD CONVERSION MASTER THE GAME

There is one thing that all auto repair shops need to be successful, CARS to fix! This course is designed to help you master the skills needed to convert today's auto repair lead into a paying customer for your shop. As society shifts to digital platforms, shop owners need to ensure everyone in their shop is skilled at converting telephone as well as digital leads. You will leave with the skills needed to increase your telephone lead conversion rate and fill your bays with qualified repair customers. We then share with you the strategies and techniques needed to master the digital lead. You will leave with a complete library of responses to take the toughest digital lead and convert them into a raving fan!

- Learn the skills needed to convert tough price shoppers.
- Understand the mindset of the consumer and how to place your shop as the number 1 choice.
- Turn the customer who wants a price into wanting your expertise and skillset to help them solve their concerns.
- Create your own lead conversion system.
- Fill your bays with high quality customers!

THE CONNECTED SERVICE ADVISOR

Service advisors today face highly informed customers armed with extensive vehicle knowledge from online resources. To earn trust and make sales in this climate, advisors must command technical fluency themselves while still connecting on a human level.

In this class, learn proven techniques to blend repair information mastery with relationship-building skills for customer rapport and lifelong retention. Attendees will explore the top 3 professional automotive repair sites to instantaneously boost their knowledge beyond DIY forums.

By combining this broadened technical grasp with value-focused, customized client conversations, advisors can confidently guide customers through recommendations. Training focuses on how to leverage technology alongside emotional IQ to lead complex technical discussions with clients' best interest in mind.

Participants will leave not only as highly informed advisors but also trusted advisors. Blending digital vehicle mastery with genuine human relationships, this class will equip service advisors to educate, inform, and turn today's wired customers into delighted returning clients.

THE ESSENTIAL LAWS OF SELLING MAINTENANCE PROFITABILITY

Selling crucial maintenance services is an overwhelming challenge for service advisors facing endless makes and models. Determining appropriate recommendations across vehicle types while preparing accurate quotes quickly stretches resources thin. This class presents a streamlined system for maximizing maintenance profitability through targeted preventative sales.

Attendees will construct customized maintenance plans catered to dominating repair issues plaguing today's expanding fleet. By reverse engineering common failures to their root defects, advisors can build precise maintenance solutions to prevent these top troubles proactively.

Step-by-step guidance will outline efficiency tricks and shortcuts for applying factory schedules to real-world repair scenarios. Advisors will learn proven communication techniques to convey their preventative maintenance prescription as the expert solution customers are seeking.

With the essential laws provided to systematically drive maintenance revenue through prevention, advisors will serve as trusted advisors while achieving critical shop profits. Attendees will leave confident in selling customized plans that help customers avoid tomorrow's breakdown today.

THE ESSENTIAL LAWS TO DIGITAL SELLING

The digital age has fundamentally shifted how service advisors must sell to today's connected customers. Online research, review sites, and messaging apps have changed client communication, necessitating that advisors master a revised digital selling workflow. This class distills these new required proficiencies down to the core “essential laws” needed to thrive in modern maintenance and repair sales.

Attendees will learn disciplined digital habits that integrate seamlessly into existing sales processes while leveraging cutting-edge tools on customers' terms. Understanding the customer experience timeline and how to create the right message at the right time will drive revenue customer satisfaction.

By class end, participants will have grasped the main tenants around consultative digital selling that are driving the industry today: timely text-based communication, targeted online vehicle specific content marketing, harnessing reviews and ratings, and data-driven customer analytics.

Following these essential laws, advisors can evolve their sales game beyond traditional face-to-face transactions. By combining established selling skills with emerging digital techniques, attendees will keep their repair shop competitive while closing more sales in an increasingly high-tech world.

SALES OBJECTION SUCCESS

"No" from a customer rarely means the end of the sale if handled strategically. Service advisors frequently forfeit revenue by failing to overcome initial objections and roadblocks. This class imparts the essential skills to transform knee-jerk "no's" into meaningful sales conversations towards "yes!"

Attendees will gain access to the specific objection turn-around frameworks employed by the industry's highest producers. Training centers on crafting permission-based questions that reopen dialog while uncovering and addressing hidden barriers customers erect.

With the proven techniques provided to navigate common "I need to think about it" stalls to "that's more than I wanted to pay" pricing pushback, learners will confidently guide discussions forward rather than accept abrupt losses. Roleplaying exercises allow participants to apply question-based objection responses to ingrain natural habits.

Upon completing this highly interactive training, advisors will have acquired the resilience and skills to convert even difficult customers. By learning to reframe objections as simply obstacles to guide customers through, attendees will save sales others too quickly abandon.

THE ESSENTIAL LAWS OF THE PROFITABLE SHOP MANAGER:

Achieving shop operational profitability involves far more than good wrenching - it requires savvy management spanning complex responsibilities. Shop managers must master financial oversight, productivity workflows, personnel leadership, and customer satisfaction to drive a thriving business. This class reveals the definitive “essential laws” veteran managers employ across these critical areas.

Attendees will gain the structured procedures and best practices to transform their shop into a lean, efficient machine. Training incorporates real-world advice on optimizing team assignments, cracking down on waste, keeping the bays and techs busy, accounting for total average repair order, and maintaining a 5-star culture.

Participants will learn how to identify and address bottlenecks while freeing up wasted resources that lead to burnt out personnel and disgruntled customers. Following established guidelines to balance productivity, fairness, consistency, and high morale, managers will benefit from decades of management wisdom.

By class completion, attendees will have a clear blueprint to implement procedures, systems, and structure for operating an accountable, profitable shop without sacrificing repute. The essential laws provide a comprehensive management methodology for any shop environment.

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