

Equipment Edge™



Description

This full-day training program teaches employees who deal with equipment rental, sales and service a Magic Formula for handling inquiries and getting prospective customers to do business with their dealership.

Who Should Attend?

Anyone responsible for converting incoming calls or in-person inquiries to rentals or sales, including:

- Counter staff
- Support personnel
- Receptionists
- Field service technicians
- Managers

Learning Objectives

Through this customized training, participants will be able to:

- Determine what is legendary sales and service
- Realize the value of delivering legendary service
- Calculate the return on investment
- Create value for the products and services offered
- Develop a process for delivering legendary service
- Understand the importance of consistency
- Increase sales!

Build a Legendary Service Culture.

Put the customer first — wherever they are. Managing any situation while still delivering exceptional service can improve your business and set you apart from competitors.

Equipment Edge is a unique training program that demonstrates the why and the how of providing legendary service while behind the counter or at the customer's job site. It gives your team the skills and tools to deliver an exceptional level of service at every customer touchpoint.

Impact your staff and customer retention.

Using activity-based learning exercises and Signature's proprietary Magic Formula, parts and service employees, field service technicians, and even receptionists will learn how to:

- Determine standards that help define exceptional service
- Recognize service and sales opportunities
- Consistently exceed customer expectations
- Take ownership of a situation
- Diffuse potentially confrontational situations by adjusting to a customer's personality.

And because **Equipment Edge** is specially designed to change employee behavior and create lasting improvement, employees will also practice their new skills through post-training coaching and reinforcement.

Signature[®]
WORLDWIDE
business and training solutions

Program Description



Equipment Edge®

Introduction

- Introduce an icebreaker or welcoming activity

Rules of Training

- Present guidelines for the format of the training session

Legendary Service

- Review characteristics of legendary service and discuss ways to create a legendary impression

What's In It For Everyone

- Review benefits of delivering legendary service – benefits to the employee, benefits to the customer and benefits to the company

Reality Trip

- Listen to recorded shopping calls and identify the customer service skills that were effectively used and areas where improvement is needed

Calling the Competition

- Make phone calls to competitors during the training session and critique the service and sales skills used

Reviewing the Magic Formula

- Determine how the steps of the Magic Formula apply to the selling cycle
- Introduce/review the Magic Formula and discuss the importance of each step

Selling Strategies

- Review the products and services available and discuss ways to customize benefits to meet the customer's needs
- Discuss how upselling and cross-selling benefits both the customer and the equipment company
- Identify upselling opportunities and products that lend themselves to upselling
- Discuss effective upselling strategies

Role-Play

- Practice using the skills presented and provide feedback to other team members

Creating Value

- Discuss the importance of delivering a consistent message to customers

Next Steps

- Discuss the components of Signature's ongoing reinforcement program