



GEARHEAD TRAINING IS THE **ULTIMATE TRAINING MACHINE FOR SERVICE ADVISORS, TECHNICIANS AND SERVICE MANAGERS.**

What's in it for You?



- Increase Premium Sales by 30%
- Deliver a Wow Customer Experience
- Reduce Service Defection
- Elevate CSI Scores
- Create Consistency and Efficiency

The screenshot shows a user dashboard for "AnyTown Motors". At the top, there's a navigation bar with the Gearhead Training logo, a dropdown menu for "AnyTown Motors", and links for "Dashboard", "Message Center", and "Actions". Below the navigation is a header section with a car dashboard image and a welcome message: "Welcome Billy Bob".

The main content area displays three key performance indicators (KPIs) with bar charts and trending data:

- CASH PAY TOTAL (MTD)**: LAST \$22,975, MTD \$25,461, Trending \$35,645.
- RO TOTAL (MTD)**: LAST \$50,800, MTD \$49,267, Trending \$68,974.
- MPI SOLD \$\$ (MTD)**: SOLD \$22,146, REC \$58,200.

Below the KPIs is a quote: "If you think you are too small to be effective, you have never been in the dai".

Next are two summary cards:

- 3** Active Training
- 23** Open Tasks

The bottom section is titled "My ToDos (3)" and lists tasks with due dates:

TODDO	DUE DATE
Create Daily Service Advisor Recap Report	Nov 22, 2023
Contact and reschedule no show appointments.	Nov 22, 2023
Prospecting R&R mailers with no response	Nov 16, 2023 4:30 PM

4 Pillars of Training

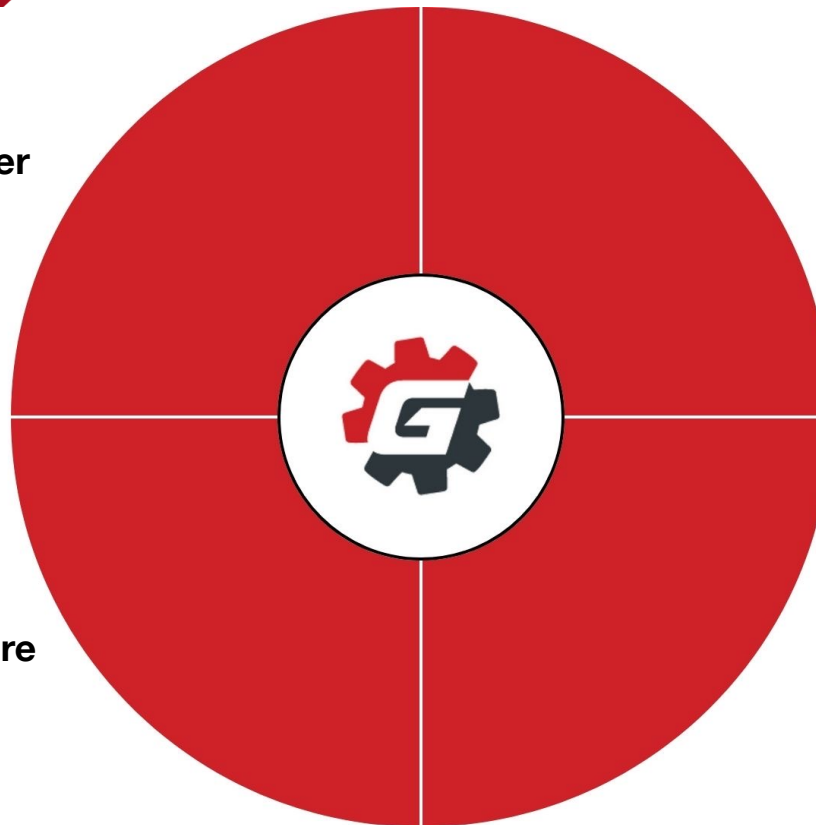


Wow Customer Experience

Standards and Processes

Continuous Learning Culture

Knowing Your Numbers



Some of what you will learn



ROAD TO WOW

- 1 Telephone Handling
- 2 Customer Reception
- 3 Keep Customers Updated
- 4 Multipoint Inspections
- 5 Active Delivery
- 6 CSI Follow Up

- 6 'Road to WOW' Customer Touch Points
- What to Say, When to Say it, and How to answer any Questions or Objections
- Follow a Customer Friendly ROAD TO THE SERVICE SALE
- How to retain each Customer for Life and drive CSI to new levels
- Multi-Point Inspection Presentation, Objection Handling and Handling Customer Concerns
- Active Delivery and Ensuring Customer Satisfaction
- 11 Steps to Evaluate Your Customer Experience
- 12 Steps to Effective Coaching
- 5 Traits be a Better Leaders
- Creating a Mission, Vision and Values for your Organization
- How to create job descriptions for measuring success of each employee

Training



- Courses for Managers, Advisors & Techs
- Multiple formats of learning
- Training available 24/7 on any platform
- Testing after each module
- Required role-plays
- Progress reports
- Employee evaluation forms
- Downloadable training manuals
- Word track scripts
- Three levels of certification

75%

OF TRAINING IS LOST AFTER
ONLY 6 DAYS

WHY?

THE TRAINING LEAVES WHEN THE
TRAINER LEAVES

**WITH GEARHEAD TRAINING, THAT
DOESN'T HAVE TO HAPPEN**

**GEARHEAD TRAINING
NEVER LEAVES**

Standard Operating Procedures (SOPs)



- All employees will perform each aspect of their job with a high degree of excellence and consistency
- Results will be completely predictable because training and skills are consistent
- Each service advisor will give a similar answer for each question or problem
- Each technician will identify and report similar issues during their multi-point inspections
- Customer treatment will be similar, no matter who the customer interacts with in your dealership
- All staff members know what is considered good performance or attitude
- All staff members know what KPIs they are evaluated on to be considered successful in their roles

Reporting



- DMS Integration with all Major Systems
- Scheduled Reporting Directly to your Inbox
- Reports by Dealership, Advisor, Team or Technician
- Premium Services Reporting Based on Your Op Codes
- Trend Reporting to Evaluate Progress Over Period of Time
- Goals Module to Measure Against a Baseline
- Drill Down all the Way to the RO
- Enterprise Level Reporting for Multiple Rooftops
- Dashboard for each Advisor/Technician with MTD Stats

Gamification

Increase engagement with

- Points Based System
- Leaderboards

LEADERBOARD		
All Staff	Service Advisor	Technician
1	Billy Bob Char	160
2	Mark Rodriguez	40
3	Billy Boy Noname	20
4	Craig Finnigan	10
4	Norton Flattrack	10

GEARHEAD TRAINING AnyTown Motors Dashboard Message Center Actions Reports

Welcome Billy Bob Char

- 160 POINTS
- 1 RANK
- 1 COURSES

CASH PAY TOTAL (MTD)	RO TOTAL (MTD)	MPI SOLD \$\$ (MTD)
LAST: \$53,514	LAST: \$122,164	SOLD: \$26,148 (25%)
MTD: \$57,245	MTD: \$145,625	REC: \$104,577
Trending: \$58,902	Trending: \$143,094	

"If you think you are too small to be effective, you have never been in the dark with a mosquito." – Betty Reese

0 Call Reminders	1 ToDos	5 Active Training	3 Open Tasks
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Workflow Optimization



- Message Center
- Call Reminders
- ToDos
- Forms

The screenshot shows the Gearhead Training dashboard for "AnyTown Motors". The dashboard includes a navigation menu with options like Dashboard, Message Center, Actions, Reports, Settings, and Call Reminder. A welcome message "Welcome Billy Bob" is displayed. Key performance indicators (KPIs) are shown for CASH PAY TOTAL (MTD), RO TOTAL (MTD), and MPI SOLD \$\$ (MTD). A quote by Betty Reese is featured: "If you think you are too small to be effective, you have never been in the dark with a mosquito." Below the quote, there are three summary cards: "3 Active Training", "23 Open Tasks", and "3 Open ToDos". A "My ToDos (3)" section lists tasks with columns for TODO, DUE DATE, PRIORITY, and STATUS.

TODO	DUE DATE	PRIORITY	STATUS
Create Daily Service Advisor Recap Report	Nov 22, 2023	High	Not Yet Completed
Contact and reschedule no show appointments.	Nov 22, 2023	High	Not Yet Completed
Prospecting R&R mailers with no response	Nov 16, 2023 4:30 PM	Medium	Overdue

Questions?

