



MVP Trusted Advisor Sales & Service

Nothing really happens until a sale is generated. So... if growing sales is a priority for your collision center, this interactive two-day program is for you. Come learn how a professional, consultative selling process will increase your business while simultaneously creating satisfied customers one at a time. J. D. Power research shows that a positive customer experience is the foundation to growing sales as well as maximizing customer satisfaction. You will discover how the MVP Trusted Advisor Sales Process can be an effective way to cultivate additional sales and build customer loyalty for future referrals.

Who Should Attend	Shop Owners, Estimators, Managers, and CSR Personnel
Course Objective	To provide a practical approach through a consultative selling process that will increase sales and maximize customer satisfaction.
Course Length	2 days
Class Size	10 minimum, 20 maximum
Topics Covered	<ul style="list-style-type: none"> • Collision Industry & Market Trends • J. D. Power Customer Experience Research • The MVP Trusted Advisor Sales Process • Pre-Sale Facility & Personnel Preparation • Engaging the Customer for Sales Success • Discovery & Uncovering Customer Needs • Providing Customer Focused Solutions • Assisting the Customer to Say Yes • Agreeing to Close the Sale • Post Repair Delivery & Follow-Up



I-CAR students are eligible to receive 3.5 Gold Class points for this course. Automotive Management Institute (AMI) students are eligible to receive 28 Accredited Automotive Manager (AAM) credits.

Participants will receive a student manual, course hand-outs, lunch, refreshments, and an MVP certificate of completion. For additional information and registration call: 1-800-970-2283.

MVP TRAINING OVERVIEW

PPG's MVP Business Solutions offers the industry's most widely-attended training programs for helping collision centers learn practical, proven ways to improve their process improvement and succeed in a highly-competitive marketplace.

The Business Development Series offers 11 courses encompassing all the basic fundamentals of managing a profitable collision repair business—from estimating, administrative and organizational management to sales, marketing and production management.

In addition, the MVP Throughput Performance Solutions Series includes MVP Green Belt Training, the industry's most comprehensive training program for implementing the practical application of Lean Six Sigma for collision repair. As a follow-up to Green Belt Training, the Leader Development Series offers training on Job Instruction, Job Methods and Job Relations—critical skills for implementing and sustaining change.

Keys to the success of the MVP training programs are the real-world expertise and experience of MVP Certified Instructors.

MINIMUM REQUIREMENTS:

Any PPG or Nexa Autocolor™ customer is eligible to attend any MVP Business Development Series course.

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