

The Service Consultant: Principles of Service Management and Ownership

By Ronald A Garner, C. William Garner

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Designed to prepare readers for a successful career as an automotive service consultant, THE SERVICE CONSULTANT: PRINCIPLES OF SERVICE MANAGEMENT AND OWNERSHIP, Second Edition teaches readers how to maximize profits and improve customer satisfaction in an automotive business. With coverage of task-oriented procedures for day-to-day operations as well as communications, relations, supervision, and customer delivery, this practical book provides readers with an in-depth examination of the multi-faceted responsibilities of an automotive service consultant. In addition, the second edition contains updated examples, activities, technology, case studies, and visual aids so that readers are exposed to the most up-to-date information in the field.

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Editorial Review

Review
PART I: SERVICE FACILITIES AND THE SERVICE CONSULTANT. 1. Types of Automotive Service Facilities, Professional Credentials, and Profit. 2. The Role of the Service Consultant, Parts Specialist, and Warranty Administrator. 3. The Team Approach: Business Operations and Repair Order Tracking. 4. Computerized Shop Management Systems. 5. Checking Vehicle and Customer Records. 6. Working with Warranties, Service Contracts, Service Bulletins, and Campaigns/Recalls. PART II: COMMUNICATIONS: CUSTOMER RELATIONS. 7. Electronic Communications, Websites, and Social Networks. 8. Personal Communication: From the Greeting to the Presentation of the Invoice. 9. Working Out Service Details with Customers. 10. Prioritizing Repair Needs. 11. Closing a Sale. PART III: COMMUNICATION: CUSTOMER DELIVERY AND FOLLOW UP. 12. Writing for the Technician. 13. Workflow and Efficient Shop Operations. 14. Customer Relations: Sales, Follow-Ups, and Promotions. PART IV: COMMUNICATION: CUSTOMER DELIVERY AND FOLLOW UP. 15. Assistant Service Manager Duties. 16. A positive Work Environment for Efficient Business Performance. 17. Analysis of Shop Operations and Business Performance. 18. Service Facility Business Start Up and Ownership. Appendix ASE (C1) Task List: Service Consultant. Glossary. Index.

About the Author
Ron Garner, Ph.D. is an Associate Professor of Automotive Technology in the Division of Transportation Technology at the Pennsylvania College of Technology an affiliate of The Pennsylvania State University.

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