

PINNACLE PERFORMANCE

High Performance Tire & Auto Service
Sales / Customer Service Training



Produced and Hosted by Steve Ferrante
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Pinnacle Performance Sales & Customer Service Training Seminar

What's holding your sales/customer service effort back from producing greater sales and profitability for your tire & auto service business?

In today's challenging tire and auto service market, savvy business owners recognize they need to make every customer interaction count. Unfortunately, many tire/auto service sales and customer service personnel experience significant challenges with customer relations and selling skills. Consequently, inferior quality customer experiences hinder customer loyalty and provoke lost sales opportunities that cost the businesses they represent substantial revenue and profits.

About Pinnacle Performance: Produced and hosted by Sale Away LLC. CEO, Steve Ferrante, this exclusive, nationally-acclaimed full-day training seminar is, first and foremost, about being the best! Attendees will learn what retail and service industry leaders are doing to achieve market superiority and how to apply world-class sales and customer service best practices and principles in their tire and auto service business.

Pinnacle Performance explores common challenges obstructing the performance and potential of typical tire and auto service business management and supporting staff and delivers proven methodology and techniques to improve customer interactions and produce greater sales results!

Designed for High Performance Tire/Auto Service Businesses: The Pinnacle Performance Sales & Customer Service seminar is designed specifically for retail sales/customer service and the tire/auto service industry. The program is intended and beneficial for every tire and auto service employee that interacts with customers, from the most experienced store manager to the novice counter salesperson.

Presented in a format that is educational, inspirational, and entertaining, attendees will learn:

- Leader Lessons: Best practice sales and customer service strategies to gain customer confidence, loyalty and referrals!
- How Fit Is Your Customer Service? – Evaluating Your Customer Service Fitness
- The Essential Elements of Extraordinary Service: What customers really want and what to do to win and retain their business!
- Sell Value or Pay The Price: Selling Value to discount less and sell more!
- Managing for Pinnacle Performance and Greater Results!
- Proven telephone communication and face-to-face interaction skills to build rapport/trust and positively engage the customer!
- Your Pinnacle Performance Sales Process and steps to a tire sale!
- Selling add-on and preventative maintenance services without being "salesy" or pushy!
- Effectively handling objections, customer complaints, and more!



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A few Raving Fans...

Wayne Croswell
President of Tire Industry Association

"ASA Tire Systems worked with Steve for nearly three years and I can personally attest to the positive impact he provided to the business. His excellent insight and extensive background have elevated the selling and customer service skills of our sales staff. Steve relates sales techniques and concepts to real life experiences which makes the training come to life. His Pinnacle Performance training sessions are high energy and loaded with practical information that can be put to use immediately. I highly recommend Steve to train all of your sales and service staff. You will be completely satisfied with the results."



Sean Furrier
Western Tire Centers, Inc.

"First let me say there is not someone holding a gun to my head to write this letter – it is a positive referral for training (which is not typical from me). Training for us is always done with great hesitation because we have all endured some pretty rotten training and usually doubt it is worth the expense of taking guys out of our stores for an entire day. We know we compromise business because of the light coverage, so the training has to be worth the risk. Steve's is."

Steve's "Pinnacle Performance" training was refreshing, not only for all the store managers and assistants we sent for the day long sessions, but also for Rick and me. You could call any one of our guys and get a raving review of the training – it is extremely effective. We were very very pleased not only with the content, but also Steve's connection with our group as a highly accredited trainer who is from an automotive family – the perfect combination for stores like ours. Steve's automotive background and "car guy" standing really helped the interaction because he has a real world appreciation of what our guys go through on a daily basis. Steve has our enthusiastic recommendation for training and helping your staff understand the way you want to go to market."

"Excellent - very entertaining; kept my interest during the entire seminar! It was nice to attend a customer service class without a big brand behind it pushing their products. I liked that it was interactive and hit on everything I as a customer want when purchasing things! It was very well organized with very relevant information."

- Tania Flynn, Flynn's Tire & Auto Service



"The seminar was absolutely of value to me! Steve has a presentation that can be "molded" to any selling situation and a personality that captured my attention and made me want to listen and learn. What I liked best was learning how to relate to my customers and am excited to use these tools to increase my sales!"

- Julie Leach, Noyes Auto & Tire Service



About The Trainer Steve Ferrante

A true student of the selling profession, Steve has over 20 years of successful sales, sales management, and sales training experience.

An avid auto enthusiast, Steve literally grew up in and around the auto service industry. His dad was a mechanic by trade and, along with Steve's uncle, they owned and operated their own auto service business starting in the mid-1970's. Steve gained years of practical auto service experience in the family business assisting with operations and working on customer vehicles.

Steve's professional sales career began in the late 1980's/early 90's with successful sales/sales management roles in the promotional marketing and mortgage industries.

From 1994 to 2005, Steve worked with American Management Services, a leading management consulting firm specializing in strategic management and implementation-based profit improvement services for small and mid-sized businesses throughout the Eastern United States. Steve's primary role was outside sales, securing new consulting clients for the firm.

During his tenure, Steve personally conducted over 3000 face-to-face engagements with ownership and senior-level executives of businesses ranging from \$3 million to \$300 million and was able to consistently build trust and deliver high performance results across multiple industries and a wide range of cultures and personalities. In the process Steve gained a wealth of knowledge and practical experience in all aspects of business administration, human resources management, and organizational development.

With consistent top performer achievement, Steve was promoted to Regional Sales Manager in 1996 at the age of 28 (the youngest in the company's history). Epitomizing leadership for the sales organization, Steve maintained the highest batting average (sales to presentation ratio) and ended his tenure with the highest generated revenue totals in the company's history.

Today, Steve is the CEO and *Trainer of Champions* of Sale Away LLC., providing High Performance Sales & Customer Service Training and Professional Development Services to growth-driven sales and customer service organizations throughout the United States and Canada.

Regarded a dynamic and engaging speaker with the ability to increase motivation and inspire confidence, Steve has also been a featured speaker for a variety of tire industry events including the 2011 Goodyear Dealer Conference, SEMA Show and numerous Tire Dealer Association conventions across the country.

A regular contributing "subject matter expert" author for *Tire Review Magazine* sales and customer service content, Steve was featured in the January 2010 issue cover story "Deliver World-Beating Customer Service" and is currently host of the sales/customer service training blog on tirereview.com

To learn more about Steve's sales and professional development solutions and services visit www.saleawayllc.com. Steve can be reached directly at 866-721-6086 Ext. 701 or via email @ steve@saleawayllc.com



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More Random Raves...

"As a former tire dealer myself, I understand the importance of regular sales training, the increased profits that can be realized and the shop reputations that can be enhanced by improving our approach and interactions with customers. Unfortunately, constructive, pertinent sales training seminars specific to our industry are effectively non-existent today. I wholeheartedly believe Steve's training will be as valuable to tire retailers as it has been to our company. The majority of sales professionals today operate with the philosophy that we must constantly strive to hone and fine tune our skills to remain sharp, defeat the competition, and reach the goals of our organizations. With this in mind, Steve has been an invaluable resource to our sales staff. His training content is logical, down to earth, and applicable to all sales professionals. Our entire department thoroughly enjoys his presentation style."

Dave Vogel
Sales Director, ASA Tire Systems



"I wanted to take a moment to thank you for the Great training seminar you conducted for our staff at Family Tire. Everyone here really enjoyed the program and I believe it will help us in our sales and customer service efforts moving forward. I will certainly go with your training again when we add salespeople for the new store. In the meantime I'm sure we will work together on other issues. I hope to see you again soon."

- Dave Bucher, Family Tire & Auto Service

"On a scale of 1 to 10, I would rate it above a 10! During my 37 year tenure with the company, I have attended many training seminars and this is easily in the top 3. Very entertaining and informative!"

- Steve Walsh, Sullivan Tire & Auto Service

"A 10! Came in a bit closed-minded having attended what I believed was similar training. Quickly changed my mind due to the exceptional manner and method of training and information provided"

- Mark McAlister, Ken Towery's Tire & Auto Care

"10 rating! Steve has a great way of relating material to real-world situations. Excellent job presenting and taking time to answer all questions and possible objections!"

- James Hammond, Tireman Auto Service Centers

"I have attended at least 50 of these. This far exceeds all of them. Great content, Excellent instructor and outstanding overall presentation!"

- Wes Reeves, Blacks Tire & Auto Service



"10! Normally a full-day seminar is difficult for me. However this presentation kept my interest and opened my eyes in ways that I have not seen in 12 years of this business! Great job, can't wait to have our whole crew go through this training!"

- Howard Fleischmann, Jr., Community Tire & Auto Repair



For information on private (in-house) and public (at conference facility) Pinnacle Performance programs for your business or association contact Steve Ferrante directly at 866-721-6086 Ext. 701 or via email @ steve@saleawayllc.com