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## **CLASS SUMMARY**

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### **Additional Tips**

Here are a few tips on actions you can take to improve the performance of your team!

- Understand that each member of your team are highly-skilled professionals working for a professional organization! Conduct yourself accordingly, and your customers will know it too!
- Use the special tools you have available (including the Around the Wheel Report Card) to provide the service to your customers that they need!
- Work together with your team to plan a strategy to improve your brake service sales and customer relations methods. Doing so will improve your customer satisfaction and increase your customer base!
- Emphasize the benefits of Ford OE and Motorcraft Parts over the competition!
- Help parts department personnel plan the parts inventory needed to enable you to perform brake service efficiently and quickly.

Remember, brakes service sales will reduce the "feast or famine" syndrome by providing you with a consistent and ongoing source of service work. Improving the service and sales skills of your dealership service department team will help provide you with the consistent income for you and your loved ones to enjoy!

### **Next Steps**

Perform an Evaluation To Identify Weaknesses

- Increased vehicle inspections
- Review your prices to ensure you're competitive
- Review parts inventory
- Improve Service Advisor sales skills (could include better/best)
- Improve other technical knowledge
- Update equipment to increase productivity and quality
- Develop a team approach

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