

CUSTOMER RELATIONS

INTRODUCTION

OBJECTIVES

- Upon completion of this lesson the student will be able to:
 - Explain the reasons to improve brake sales.
 - Identify competitors for brake service.
 - Describe the importance of using the Ford Around The Wheel Report Card
 - Explain the importance of creating a brake service sales plan.
 - Identify the need to offer customers choices for service sales.
 - Describe how to gain and retain customers.

CONTENTS

- Reasons to Improve Brake Service Sales
- Why Do We Want this Brake Work
- Who is Doing this Brake Work Now
- Using the Around the Wheel Report Card
- To Get Ahead, Plan Ahead
- Offer the Customer A Choice
- Which Service Would You Buy
- Earn a Customers Trust and They Are Your Customer For Life.

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