
CLASS SUMMARY

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Your dealership sent you to this class today to help you improve your brake service skills. In the past, many service technicians believed that they only need be concerned with improving their technical skills to improve their income. In today's competitive automotive service market your skill as a technician is not the only skill you need! Your skill and initiative as part of a complete service and service sales team is essential to your success!

During this class you have seen a great deal of information about brakes service, customer relations, and components. The importance of all the people in your dealership service department working together as a team to improve brakes service and sales is critical. As a member of your dealership service team, it is up to you to spread the ideas you've learned here today to the other team members.

Class Highlights

This class covered more than how to repair vehicles, it also incorporated other elements of the brake service business. These include:

- Ford and Lincoln-Mercury Dealerships only get 18% of the brake repairs on Ford and Lincoln-Mercury vehicles.
- The strengths of your dealership include:
- Brake Service Technicians have over 150 hours of intensive brake service training.
- Your dealership is equipped with the special tools and equipment required to correctly service Ford and Lincoln-Mercury brake systems.
- Ford OE and Motorcraft parts are designed specifically for Ford Vehicles.
- There is a tremendous amount of potential brake repairs in your shop every day - YOUR JOB is to pull the wheels and find the work.
- Use better/best selling method to improve the closing ratio.
- Emphasize the superiority of Ford OE and Motorcraft brake parts over aftermarket brands.
- Properly use the old and new style Pro-Cut on-vehicle brake lathe to deliver high quality brake repairs quickly.
- Remember the importance of rotor finish on stopping distance and noise.

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