



# MAXIMIZING PROFITS

## SELLING DIAGNOSTIC SERVICES

Create Diagnostic Service Packages that consumers will pay for. Master the 3 most common sales objections when selling diagnostic services. Learn the strategies and tactics North American Service Departments are using to gain market share and take customers out of your repair bays. A step by step system for identifying diagnostic charges that customers will pay for.

### Maximizing Diagnostic ROI

- Selling a basic diagnostic package
- Converting price shoppers into paying customers
- Using an initial assessment as a lead conversion tool
- Decoding the pricing puzzle. How to properly package your services for maximum profit and client satisfaction
- Presenting advanced level testing fees
- Creating an internal repair process that reduces mis-diagnosis and increases labor revenue
- Customized curriculum for vehicles, with case studies and real world repair examples

**1 DAY CLASS**

**DATE:**  
*Saturday,  
December 1st, 2018*

**TIME:**  
*8 am - 5 pm*

**CLASS ID:**  
*BD3390*

**INSTRUCTOR:**  
*Jeremy O'Neal*

**LOCATION:**  
*Biltmore Hotel & Suites  
2151 Laurelwood Road  
Santa Clara, CA 95054  
(408) 988- 8411*

**COST:**  
*\$325 per student  
(meals included)*



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