

# Handling the Price-quote Phone Calls & Converting them to Sales

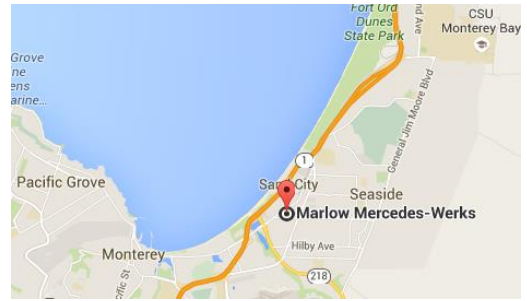
presented by Maylan Newton, ESi Training

**Special Workshop Event**  
**Saturday, July 16, 2016**  
**Registration 8am**  
**Workshop 9am – 1pm**  
**Lunch immediately following workshop.**



Join us for this **member-chosen workshop**, with **catered lunch** from the Best Philly Cheese Steak sandwich shop around!

**Marlow Mercedes-Werks**  
 684 Ponderosa St  
 Seaside, CA 93955



**Take the weekend off**—enjoy the area with your friends and family. Nearby hotel information available on our website at [www.ascca42.com](http://www.ascca42.com).



**Everyone seems to be struggling with the number of phone calls received daily asking for price quotes.** The customer today is better informed and, in many, cases has the same information you do about the repair of their car.

During this active workshop, we'll explore some different methods and best practices to get back to the value of the service you perform and learn how to build relationships with telephone shoppers.

**Key Takeaways:**

- Role-playing exercises will help you learn how to convert callers into customers back in your shop the next week!
- Learn how to build trust, build value before the car is in the shop, and why quoting price is not always a good thing.
- Understand your differential and how to use it.
- Master the use of Consultative and Relationship selling to build trust.

**Payment Information – Preregistration Required**

Qty.	Description (Cost includes workshop and materials, lunch and snacks)	Amount
	<b>Chapter 42 Members:</b> \$99 per person; Other ASCCA Chapter Members \$109	\$
	<b>Nonmembers and invited shop owners:</b> \$149 per person	\$
	<b>Membership &amp; Workshop bundle:</b> 1-yr. ASCCA Membership & Workshop \$600 Regular/\$825 Associate/Vendor	
	<b>Make checks payable to ASCCA Chapter 42.</b>	<b>TOTAL ENCLOSED</b>
		\$

**Please provide attendee names:**

Name \_\_\_\_\_ Company \_\_\_\_\_ Title \_\_\_\_\_

Name \_\_\_\_\_ Company \_\_\_\_\_ Title \_\_\_\_\_

Name \_\_\_\_\_ Company \_\_\_\_\_ Title \_\_\_\_\_

Payment Type	Cash <input type="checkbox"/>	Check # _____	AMEX <input type="checkbox"/>	Discover <input type="checkbox"/>	MasterCard <input type="checkbox"/>	Visa <input type="checkbox"/>
Credit Card Number	Security Code (REQUIRED):			Credit Card Expiration Date:		
				A 3 OR 4 DIGIT CODE ON YOUR CARD		
Billing Address	Billing City, Zip _____, CA _____					
Cardholder Name	Phone _____					
Signature	Email _____					

**FAX OR MAIL TO:**

**Automotive Service Councils of California, San Jose Chapter 42, 950 South Bascom Avenue, Suite 1113, San Jose, CA 95128**  
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