

AfterMarket Parts & Service™



Market for Growth

"We have been using Signature Worldwide for years now and we are hands down better than our competitors. My employees are proud of where we came from. Great program!"

-Virginia Truck Center, Travis Hepburn

AfterMarket Parts & Service™ custom newsletters are high-quality publications that help you speak directly to your customers' decision makers and turn prospects into clients.

We write, design, print and distribute your customized newsletter featuring industry relevant information and valuable specials.

AfterMarket Parts & Service training helps your frontline staff or sales team go beyond taking orders with a targeted training program.

We first teach them to maximize the sales potential of every inquiry and build customer relationships in a full-day training session(s). We then reinforce these skills with follow-up on-site visits, shop calls, mini sessions, coaching and online reporting.

By taking advantage of Signature Worldwide's **AfterMarket Parts & Service** program, you gain a hands-on partner to support you in long-term growth.

Who Should Attend?

Anyone responsible for converting incoming calls or in-person inquiries including:

- Counter staff
- Support personnel
- Receptionists
- Managers

Learning Objectives

Through a variety of fun and effective techniques, including making real-time calls to the competition, attendees will learn how to:

- Establish customer rapport
- Identify, meet and exceed customer needs
- Close the sale naturally and professionally

Consistent selling becomes a whole lot easier with our training solutions. You'll revolutionize the way your entire organization interacts with customers when you motivate employees to exceed customer needs. And because **AfterMarket Parts & Service** is specially designed to change employee behavior and create lasting improvement, employees will also practice their new skills through post-training coaching and reinforcement.

