

## Why Should a HARLEY-DAVIDSON® Dealer Use DEALERPRO Training Solutions?

**1. Performance-Based.** If we don't generate gross profit improvement for you, we just don't get paid!

**2. Money-Back Guarantee.** We guarantee all of your initial investment will be returned in the form of additional gross profit or we will gladly refund the difference to you.

**3. Proven Results.** We have trained thousands of professional sales and service people nationwide!

**4. Experienced Trainers.** Our Trainers average over 20 years of sales and service experience.

**5. In-Dealership Installation Training.** A one or two week installation (depending on the size of the dealership) provides processes and procedures that build skills and teamwork!

**6. Long-Term Monthly Training** In-dealership training is ongoing for 13 consecutive months (3 to 5 days each month) to keep your people on track and consistent!

**7. Renewal Option.** At the end of the term, you have the choice to continue with a variety of options available to meet your individual dealership needs.

CALL TODAY!  
Toll-Free: 1-888-553-0100



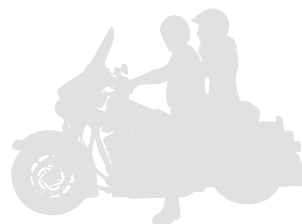
### How To "KICK-START" The Process

First, we will provide you with an in-dealership **Profit Potential Evaluation** comparing your current level of performance with industry benchmarks.

After we mutually agree that DEALERPRO training can help you to become more profitable, we will send our team of training specialists to your dealership for one or two weeks (depending on dealership size) to train your existing management and service or sales staff.

The installation is followed by 13 months of in-dealership training designed to boost the performance of your service/sales teams while providing your customers with the highest level of service possible.

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## REV-UP Your Profits... to the MAX



Gross Profit

Get Started

**Service**  
Boost bottom line by  
up to 40% or more

**Sales**  
Increase gross profit by  
up to 43% or more

## **DEALERPRO SERVICE SOLUTIONS for HARLEY-DAVIDSON®**

- Achieve 100% Service Absorption!
- Increase shop productivity by 50% or more!
- Increase service and parts gross profit by 40% or more!
- Increase customer satisfaction!

### **SERVICE TRAINING SOLUTIONS**

#### **Fixed Operations Personnel Seminar**

- How to provide customer choices
- Maximize sales
- Maximize customer satisfaction
- Maximize customer retention

#### **Service Manager Training**

- Service selling
- Service maintenance menus
- Job pricing guides
- Daily performance evaluations

#### **Service Advisor Training**

- Maintenance menu selling
- Feature-benefit selling
- Alternate choice selling
- Customer follow-up
- Telephone sales training
- Selling Accessories
- Significantly improve your closing ratio!
- Increase gross profit per unit!



### **SALES / F&I TRAINING SOLUTIONS**

#### **Sales Management Training**

- Hold effective meetings
- Set goals (forecasting)
- T.O. – give and receive
- Maximize volume and gross
- Motivate your team
- Retain salespeople

#### **Sales Associate Training**

- Control the selling environment
- Prospect, develop clients
- Follow up – sold and unsold
- Properly handle incoming sales calls
- Sharpen listening skills
- Improve CSI
- Selling Accessories

#### **F&I Training**

- Maximize penetrations
- Maximize profit per unit
- Maximize lender opportunities
- Effective interviews
- Menu selling



### **DEALERPRO HIGHLIGHTS**

- DEALERPRO has been providing performance-based training in the U.S. and Canada for over 9 years
- Approximately 1,000 dealers have utilized DEALERPRO's in-dealership training solutions and Profit Builders Workshops since company inception in 2000
- DEALERPRO has 5 regional sales managers completing Profit Potential Evaluations nationwide
- DEALERPRO has 21 service solutions trainers and 3 sales solutions trainers providing in-dealership training and coaching nationally
- DEALERPRO trainers average 22 years of retail experience and all have been service managers as a minimum requirement
- No dealer has ever asked DEALERPRO to exercise its money-back guarantee, as provided for in the DEALERPRO dealer agreement