

Service Advisor Training 2011



RESERVATIONS FOR JANUARY 2011 CLASS ARE NOW BEING ACCEPTED!

Plan now to join us!

Seating is limited! Register early!

Seminar will feature:

- ✓ **CURRENT AUTOMOTIVE TRENDS**
- ✓ **THE NEED FOR MAINTENANCE**
- ✓ **THE ROLE OF THE SERVICE ADVISOR**
- ✓ **SELLING SERVICE**
- ✓ **BG MAINTENANCE SERVICES**
- ✓ **MARKETING AIDS**
- ✓ **THE BG PROTECTION PLAN**



All classes are presented by seasoned BG representatives and are designed to help equip your service advisors with the knowledge and skills to educate your customers, sell more maintenance, improve CSI and increase customer retention.

A complimentary continental breakfast, lunch and assorted refreshments are provided. Simply complete and fax the registration form on the reverse side to make your reservations.

REMEMBER class size is limited. All sessions begin at 8:30 am.