**The Service Ambassador Program**

**At Hometown Ford**

**Scheduled Implementation Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

The Service Ambassador is a current salesperson from the dealership. The salesperson is assigned from a daily rotation schedule with the other salespeople. Salespeople are scheduled in daily two and one-half (2.5) hour shifts beginning at 7:00 am and perform the listed privileges. Following the shift as Service Ambassador, each salesperson is “de-briefed” by a Sales Manager. The benefit to the Sales Department is 1) to identify potential vehicle customers in the Service Department, and 2) to strategize, in a disciplined, organized fashion, how to trade these prospects out of their vehicles, *without sacrificing service parts and labor sales*.

**Depending on the culture and needs of the dealership Service Department, the Service Ambassador may be asked to perform any, or all, of the following privileges: (Note: the following should be reviewed for content with the Service Director.)**

1. Meet and greet - Obtain the customer’s name and introduce them to the Service Advisor.
2. Direct customer - Familiarize the customer with the waiting area, restroom, and service area.
3. Inform - Give a quick background of services offered in the service area providing a menu of services and prices.
4. Police - Walk around the waiting room making sure that the room is clean and orderly. Also insure that there are magazines and refreshments provided.
5. Stock - The bathroom should be well stocked with paper products and should be kept orderly.
6. Gather - Obtain information from the customer, including name, phone number, vehicle mileage, VINand reason for today's visit. Relay customer's concerns and needs to Service Advisor.
7. Clear - Move vehicles away from service drive, creating space for the other clients to park.
8. Entertain - Fill in time gap while customer is waiting to see Service Advisor by acknowledging customer and assuring they are comfortable.
9. Create - Provide an environment of harmony which shows customers that the service department and sales department are working together.
10. Share - By gathering and sharing information that is learned during your time as an Ambassador you are creating a stronger link between the sales and service teams.

**The Service Ambassador Attains:**

1. New opportunities to meet people and create relationships.
2. Quota of unsolicited prospect opportunities.
3. Better relationship and understanding between the sales and service departments.
4. The knowledge that they have made a difference in a customer's visit.
5. An appreciation from the customers.
6. An understanding of what customers need and want in a service relationship.
7. An understanding of what customers need in a vehicle and what is most important to them when purchasing a different vehicle.
8. A stronger relationship with Service Advisors, creating a stronger team environment.
9. An evaluation of the customer, who they are, what kind of car they are driving and when they are planning to purchase their next vehicle.
10. Knowledge that he/she is supporting an improved score on the Customer Service Index.

**The customer perceives the following from the Service Ambassador Program:**

1. WOW! I like the feeling of being truly welcomed.
2. I have been made to feel important.
3. I have been made to feel appreciated.
4. I have been made to feel comfortable.
5. Direction - I have been directed where to go and what to do now that - my vehicle is being serviced.
6. I am assisted with transportation. If I need to be taken home, there is a shuttle that can service me. If I need to have a rental vehicle, I am assisted with that process and presented with options of availability and price.
7. Having someone assist and direct me saves me time.
8. Saving time saves me money, my time is valuable.
9. I am more informed about my visit to the dealership and my service options by having this initial contact.
10. I have been provided with a menu of services and schedule to inform and prepare me for service.

**The Service Ambassador provides the Service Department with:**

1. Understanding of the sales department, their duties and their relationship with clients.
2. Helps strengthen the Technical Service Index.
3. Creates and builds an appreciation of "team" between the sales and service departments.
4. Saves time by moving the customer through the process more efficiently.
5. Capability to better serve the customer's needs, by having all the information pre-assembled.
6. Creates a more professional looking and efficient service department.
7. Helps alleviate unanswered questions the sales department may only have knowledge of.
8. Provides an additional person to answer questions, help with rental services and shuttle service, etc.
9. Another person to answer the telephone.
10. The Service Ambassador is here to assist the service department, creating the ability for more productivity.

**The Service Ambassador provides the company with:**

1. No extra cost involved in this beneficial position.
2. Any issues between the sales and service department are better served by working together for the same purpose.
3. A higher Customer Satisfaction Index and Technical Service Index.
4. Satisfied customers, equals repeat business, and word of mouth advertising.
5. Potential growth of business through growth of customer base.
6. Pride in work and being associated with a progressive company.
7. Positive Attitude!
8. Develops a cohesive team spirit with all team players involved in the growth of the company.
9. The Service Ambassador provides a positive motivation to the service and parts personnel.
10. The enthusiastic productive team with greater success in sales and services ensures a greater retention of employees.

**Miscellaneous Tips for the Service Ambassador:**

* + Remember the primary function in service is to assist the advisors….**not to sell cars!**
  + Be aware of opportunities and recognize them.
  + Don’t interfere with the activities in the service lane.
  + If you agree to be in the service lane, **BE THERE!**......someone may be counting on you.
  + Be prepared!....check appointments the day before for your own customers.
  + Remember, you are acting as a porter when in the lane; they don’t need another manager back there.
  + **You are a porter on a prospecting mission!**
  + The more you help and assist, the more opportunities will open up to you.
  + Show customers to the waiting area or the shuttle driver (or rental desk), coffee, doughnuts, etc.

**Script suggestions for the Service Ambassador:**

1. What brings you in today maintenance or a service issue?
2. Who is your appointment with today?  Who do you normally see in the service department?
3. Will you be waiting for your vehicle or do you need the shuttle to drive you somewhere?
4. How long have you had your \_\_\_\_\_\_\_\_\_\_\_?
5. Would you like a cup of coffee or something cold to drink?
6. How do you like your \_\_\_\_\_\_\_\_?
7. Is this your vehicle or are you just dropping it off?
8. Have you seen the new \_\_\_\_\_\_\_\_\_?
9. Is your \_\_\_\_\_\_\_\_ under warranty or do you have a service agreement?
10. Is this your first \_\_\_\_\_\_\_\_ or have you owned \_\_\_\_\_\_\_\_’s before?
11. Have you visited our service department before?
12. Did you purchase your \_\_\_\_\_\_here or somewhere else?
13. How many other vehicles are in your family?
14. Are you enjoying your \_\_\_\_\_\_\_\_?  If yes “great”,  if no, ask why.
15. Are you the only who drives this vehicle?
16. Do you remember your sales person’s name?
17. How many miles do you have on this \_\_\_\_\_\_\_\_?
18. Are you familiar with our dealership?
19. Have you seen the new models?
20. How long have you been enjoying Toyota’s?
21. Have any of your friends or coworkers shown an interest in your new Toyota?
22. Have you seen all the changes in the new \_\_\_\_\_\_\_\_?
23. Did you know the new \_\_\_\_\_\_\_ has a timing chain rather than a belt?
24. We have some great specials going on would you like to hear about them?
25. Would you like to take a look at the new \_\_\_\_\_\_\_while you wait?
26. What other vehicles are in your family?  We service all makes and models.
27. I love the 08 (Sienna) how long have you owned your’s?

**Process Implementation Steps:**

1. Select/Hire Sales Consultants capable and motivated to function as Service Ambassadors.
2. Train Service Ambassadors in “the Process”. This involves 1) How to establish rapport with the customer, 2) How to transition certain customers into a “Product Presentation and Evaluation Drive”, and 3) How to identify the “Target Customer”.
3. At close of business Daily - Sales Management must run (or Service Department must provide) the Service Appointment List for the following day. If possible, this list should include Customer Name, Address, Phone Number, eMail Address, Vehicle Year, Make, and Model, Odometer Reading, Advisor’s Name, and Sales Consultant’s Name.
4. Sales Manager determines “Focus Customers” from Appointment List. Also Sales Manager should “highlight” ANY Appointment Customer without an assigned Salesperson.
5. Except for “Night Drops” and “Early Birds”, Service Ambassador should attempt to establish a “face to face” relationship with those Appointment Customers on the Sales Manager’s “Focus List”.
6. Those Customers with whom a “face to face” relationship has been established (and who have time available) should be offered a “Product Presentation and Evaluation Drive” of one of the newer Toyota products. This should also apply to All “Waiters”. Important: This “Product Presentation and Evaluation Drive” MUST, in no way, be construed as providing “substitute transportation”.
7. Sales Management needs to develop an “Introduction Package” to be inserted in Every Vehicle for which there is no Assigned Salesperson.
8. It is the Service Ambassador’s DAILY Objective to identify AT LEAST FIVE (5) Service Customers who should be approached about trading their vehicle. There should be no “hard-sell” approach to any customer without the expressed consent of the on-duty Sales Manager.
9. The Service Ambassador must remain available during the balance of his daily shift, to respond to the “Walk-In” (Non-Appointment) Customer, who is identified by the Service Advisor staff.
10. At 9:30 in the morning, the on-duty Sales Manager is Accountable to “De-Brief” the Service Ambassador and assist him in strategizing an effective customer contact. This may involve determining the customer’s sales history, performing an appraisal on the customer’s vehicle, selecting an appropriate replacement vehicle, securing a lien payoff, and developing a potential deal structure. If the customer is assigned to another salesperson, the Sales Manager must determine whether the other Sales Consultant has earned the right to have the Prospect T.O.’d to him/her.
11. Each customer identified by the Service Ambassador and the on-duty Sales Manager as an “approved prospect” should be entered, with all appropriate information as a “Prospect – Service Ambassador Program” in the CRM System.
12. The Service Ambassador should then advise the appropriate Service Advisor of those customers “Targeted” for prospecting on that day. The Advisor should then IMMEDIATELY advise the Service Ambassador once he has made his final “Status Call” to the Customer, advising him that the vehicle work has been completed and of the final price for the Maintenance and/or Repair Work.
13. Unless notified by the Advisor of “Extensive or Un-Anticipated Repairs Needed” on the Customer’s vehicle (or unless pre-approved by the on-duty Sales Manager), the Service Ambassador should avoid any “Direct Sales Contact” with the customer, until the work on the vehicle has been completed.
14. Immediately following notification by the Advisor that the customer has received his “Final Status Call” (or as otherwise discussed in Process Step #13), the Service Ambassador should contact the Customer, utilizing the Sales Strategy and Telephone Script specifically approved by the on-duty Sales Manager.