



## Customer Experience and Sales Training Program

*CSS has conducted recorded evaluations of more than 2,500 parts and service employees at dealerships representing every major brand of equipment*

### Do your parts and service employees:

- ◆ obtain detailed customer information?
- ◆ offer additional parts or repairs for the job requested?
- ◆ ask if other parts or repairs were needed other than requested?
- ◆ Provide an exceptional customer experience
- ◆ ask for the order?

### CSS found that

- 84.6% don't
- 80.1% don't
- 90.4% don't
- 92.4% don't
- 83.8% don't


### The CSS/MHEDA Difference

#### What makes CSS training programs different from all the others?

1. CSS begins by evaluating a dealership's parts and service employees and provides dealer principals with recordings and graded results.
2. CSS then presents its sale training program.
  - The program is based on how the top employees evaluated by CSS communicate with customers.
  - CSS trainers play actual recordings so employees can hear the techniques used by top dealership employees.
  - CSS informs employees they will receive an unannounced recorded performance evaluation after training motivating them to implement the training.
3. Post-training recorded evaluations provides proof to dealers that CSS training produces results.
4. CSS then conducts online coaching sessions with each employee and evaluates the results..
5. CSS develops a random evaluation follow-up program to ensure a dealership's employees continue to apply what they learned in training to help build stronger and more profitable customer relationships.



800-539-1075  
[www.css12.com](http://www.css12.com)



**INCREASE SALES WITHOUT:**

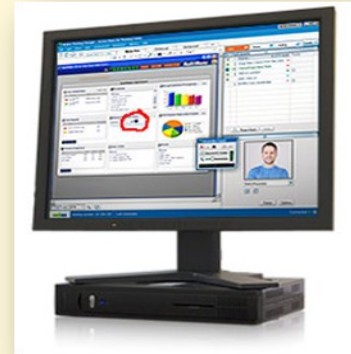
- X INCREASING ADVERTISING
- X HIRING MORE SALESPeOPLE
- X FINDING NEW CUSTOMERS

# Dealer Investment

## SatisfyD 25% Discount Program

### Package Program—Includes:

- Evaluate employees before the training
- Our live 2 hour webinar training program
- Four follow up reminder e-mails
- Recorded performance appraisal after the training



### Dealer Investment

List Price – (per employee)	\$ 660
Less 25% SatisfyD Discount	<u>-165</u>
Net Cost per Employee	\$ 495



**For Every 10 Paid Employees Enrolled In The Program Receive One FREE Enrollment.**

**For More Information  
Call or Visit our Website**

**1-800-539-1075**

**[www.css12.com](http://www.css12.com)**



# Creative Sales Solutions

## References

**To View our Customer Testimonials Visit our Website**

[www.css12.com](http://www.css12.com)

### References

Southern Acquisitions  
Vince Sullivan, president  
Dallas, TX  
(214) 217-2912

Ray Lee Equipment Co.  
Mark Anthony, corporate parts  
Plainview, TX  
(806) 272-4296

KanEquip  
Ken Roberts, director of service  
Wamego, KS  
(785) 485-0294

SafisfyD  
Ryan Condon  
Naperville, IL  
630-276-7900

### Associations

Far West Equipment Dealers Assn.  
Steven Kost, CEO  
Dixon, CA  
(707) 678-8859

Material Handling Eq. Distributors Assn.  
Liz Richards, executive vice president  
Chicago, IL  
(847) 680-3500

MN-SD Equipment Dealers Assn.  
Rich Strom, CEO  
Owatonna, MN  
(507) 455-5623

Western Equipment Dealers Assn.  
John Schmeiser, CEO  
Kansas City, MO  
(816)-561-5323

### Dealerships that use CSS

American Implement  
Agro Equipment  
Brandt Holdings  
Brazos Valley Equipment  
C&B Operations  
Camrose Farm Equipment  
Cazenovia Equipment  
Coufal-Prater (Ferguson Enterprises)  
Deems Equipment  
Deerland Equipment  
Elmira Farm Service  
Green Iron Equipment  
Greenline Equipment  
Greenvally Equipment  
Grissoms LCC  
Hartland Famr  
James River Equipment  
KanEquip  
Kibble Equipment  
Midwest Machinery  
Praireland Partners  
Ray Lee Equipment  
RDO Equipment  
Toromont Cat  
Valley Plains Equipment  
Vermeer Great Plains  
Vermeer North Atlantic  
Vermeer Northeast  
Western Equipment  
Waconia Farm Supply