



Pinnacle Performance Training

High Performance Tire & Auto Service

Sales / Customer Service / Winning Team Culture Training



Pinnacle Performance Training Overview

What's holding your sales/customer service effort back from producing greater sales and profitability for your tire & auto service business?

In today's challenging tire and auto service market, savvy business owners recognize they need to make every customer interaction count. Unfortunately, many tire/auto service sales and customer service personnel experience significant challenges with customer relations and selling skills. Consequently, inferior quality customer experiences hinder customer loyalty and provoke lost sales opportunities that cost the businesses they represent substantial revenue and profits.

About Pinnacle Performance: Produced and hosted by Sale Away LLC. CEO and Tire Review Magazine contributing "Selling Smart" editor, Steve Ferrante, this highly-acclaimed training program is, first and foremost, about being the best! Participants will learn what retail and service industry leaders are doing to achieve market superiority and how to apply world-class sales and customer service best practices and principles in your tire and auto service business.

Pinnacle Performance explores common challenges obstructing the performance and potential of typical tire and auto service business management and supporting staff and delivers proven methodology and techniques to improve customer interactions and produce greater sales results!

Designed for High Performance Tire/Auto Service Businesses: The choice of Top Shops across North America, Pinnacle Performance is designed specifically for progressive independent tire/auto service business's. The program is intended and beneficial for every employee that interacts with customers, from the novice counter salesperson to the most experienced store manager.

Presented in a format that is educational, inspirational, and entertaining, participants will learn:

- Leader Lessons: Best practices and success principles of High-Achievers and World-Class organizations and how to apply them to win against the competition in your market!
- The Essential Elements of Extraordinary Service: What customers must receive from your business and what to do to win and retain their business.
- How to Communicate Value to discount less and Sell More Profitably!
- Creating a Winning Team Culture for Increased Morale, Motivation & Productivity!
- Proven relationship skills to Build Rapport/Trust and Positively Engage Customers!
- Exclusive Pinnacle Performance sales process to most effectively manage customer/employee phone interactions and consistently convert more calls into sales!
- Effectively managing customer complaints/problems, and more!



Pinnacle Performance: tire/auto service industry's best reviewed training program!

A few Raving Fans...

Wayne Croswell

Former President of Tire Industry Association

"ASA Tire Systems worked with Steve for nearly three years and I can personally attest to the positive impact he provided to the business. His excellent insight and extensive background have elevated the selling and customer service skills of our sales staff. Steve relates sales techniques and concepts to real life experiences which makes the training come to life. His Pinnacle Performance training sessions are high energy and loaded with practical information that can be put to use immediately. I highly recommend Steve to train all of your sales and service staff. You will be completely satisfied with the results."



Sean Furrier

Western Tire Centers, Inc.

"First let me say there is not someone holding a gun to my head to write this letter – it is a positive referral for training (which is not typical from me). Training for us is always done with great hesitation because we have all endured some pretty rotten training and usually doubt it is worth the expense of taking guys out of our stores for an entire day. We know we compromise business because of the light coverage, so the training has to be worth the risk. Steve's is."

Steve's "Pinnacle Performance" training was refreshing, not only for all the store managers and assistants we sent for the day long sessions, but also for Rick and me. You could call any one of our guys and get a raving review of the training – it is extremely effective. We were very very pleased not only with the content, but also Steve's connection with our group as a highly accredited trainer who is from an automotive family – the perfect combination for stores like ours. Steve's automotive background and "car guy" standing really helped the interaction because he has a real world appreciation of what our guys go through on a daily basis. Steve has our enthusiastic recommendation for training and helping your staff understand the way you want to go to market."

"Excellent - very engaging; kept my interest during the entire seminar! It was nice to attend a customer service class without a big brand behind it pushing their products. I liked that it was interactive and hit on everything I as a customer want when purchasing things! It was very well organized with very relevant information."

- Tania Flynn, Flynn's Tire & Auto Service



"The seminar was absolutely of value to me! Steve has a presentation that can be "molded" to any selling situation and a personality that captured my attention and made me want to listen and learn. What I liked best was learning how to relate to my customers and am excited to use these tools to increase my sales!"

- Julie Leach, Noyes Auto & Tire Service

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More Random Raves...

"I wanted to take a moment to thank you for the Great training seminar you conducted for our staff at Family Tire. Everyone here really enjoyed the program and I believe it will help us in our sales and customer service efforts moving forward. I will certainly go with your training again when we add salespeople for the new store.. I hope to see you again soon."

- Dave Bucher, Family Tire & Auto Service



"I have attended at least 50 of these. This far exceeds all of them. Great content, Excellent instructor and outstanding overall presentation!"

- Wes Reeves, Blacks Tire & Auto Service

"On a scale of 1 to 10, I would rate it above a 10! During my 37 year tenure with the company, I have attended many training seminars and this is easily in the top 3. Very entertaining and informative!"

- Steve Walsh, Sullivan Tire & Auto Service

"10 rating! Steve has a great way of relating material to real-world situations. Excellent job presenting and taking time to answer all questions and possible objections!"

- James Hammond, Tireman Auto Service Centers

"A 10! Came in a bit closed-minded having attended what I believed was similar training. Quickly changed my mind due to the exceptional manner and method of training and information provided"

- Mark McAlister, Ken Towery's Tire & Auto Care

"10! Normally a full-day seminar is difficult for me. However this presentation kept my interest and opened my eyes in ways that I have not seen in 12 years of this business! Great job, can't wait to have our whole crew go through this training!"

- Howard Fleischmann, Jr., Community Tire & Auto Repair



About The Trainer, Steve Ferrante

A true student of the selling profession, Steve has over 25 years of successful sales, sales management, and sales training experience.

An avid auto enthusiast, Steve literally grew up in and around his family's auto service business in Massachusetts.

Today, Steve is the CEO and *Trainer of Champions* of Sale Away LLC., providing Pinnacle Performance Sales, Customer Service and Leadership Training, Speaking and Professional Development Services to success-driven businesses throughout North America.

Regarded a dynamic and engaging speaker with the ability to increase motivation and inspire confidence, Steve has been a featured speaker for a variety of tire/auto service industry events including the 2011 Goodyear Dealer Conference, SEMA Show and numerous association conventions across the country.

A regular contributing "subject matter expert" author for *Tire Review* magazine's sales and customer service content, Steve was originally featured in the January 2010 issue cover story "Deliver World-Beating Customer Service".

To learn more about Steve's Pinnacle Performance Training for your tire/auto service business visit www.saleawayllc.com. Steve can be reached directly at 866-721-6086 Ext. 701 or via email @ steve@saleawayllc.com

