

The Mar-Kee Group  
presents

# *e*Autotraining

## Lesson Plans

*Taking Dealership Team Members  
to the Next Level*

# INSTRUCTIONS

## Easy as 1-2-3!

- Step 1:** Log into [www.markeegroup.com](http://www.markeegroup.com) and click on “eAuto Client Login” at top of landing page.  
At the eAutotraining login page, input your user name and password; takes you to **Course Listing**.
- Step 2:** Select a training segment from those modules to which you have been given access.  
(Available levels are Platinum, Gold, Silver and Service Only. See management for your access level.)
- Step 3:** View segment(s), take exam and review and print (optional) the Printable Course Material.

The Mar-Kee Group invites all department heads to call us for a walk-through of the program.

We are happy to assist you in the roll-out of eAutotraining!

# Sales Department

(120 recommended segments)

*View each segment within a module until complete; then periodically review*



These courses are designed to improve the skills and performance of all salespeople, regardless of experience level.

Module	# Segments	Review
Automotive Sales Success for Today's Professional	34	Quarterly
Ultimate Phone Expertise	15	Bi-annually
Virtual Sales Pro	24	Quarterly
Prospecting & Follow-Up in Today's Market	11	Annually
Objections Conquered!	15	Annually
Outstanding Customer Service	7	Bi-Annually
Sales Strategies for the Highly-Informed Customer	6	Annually
Consumer Leasing	8	Annually
Outstanding Customer Service	7	Annually
Sales Strategies for the Highly-Informed Customer	6	Annually
Goal Setting for Success	5	Annually
Personal Motivation Strategies	10	Annually
Time & Activity Management	3	Annually
5 Principles of Success	1	Annually

# Sales Management

(150+ recommended segments)

*View each segment within a module until complete; then periodically review.*



This Sales Manager is the “Coach” of the sales team. As such, leadership skills, team-building, communication skills and a firm grasp of the sales process are essential for success.

Module	# Segments	Review
Sales Management & Leadership Training	27+	Quarterly
Automotive Sales Success For Today's Professional	34	Annually
Ultimate Phone Expertise	15	Annually
Virtual Sales Pro	24	Annually
Prospecting & Follow-Up in Today's Market	11	Annually
Objections Conquered!	15	Annually
Consumer Leasing	8	Annually
Outstanding Customer Service	7	Annually
Sales Strategies for the Highly-Informed Customer	6	Annually
Goal Setting for Success	5	Annually
Time & Activity Management	3	Annually
5 Principles of Success	1	Annually

# Finance & Insurance

(130+ recommended segments)

*View each segment within a module until complete; then periodically review.*

This training is designed to elevate the selling and communication skills of the person who touches virtually every customer who buys a vehicle from your dealership.



Modules	Number of Segments	Recommended for Review
F&I Series Training	33	Quarterly
Sales Management	27+	Annually
Automotive Sales Success For Today's Professional	34	Annually
Consumer Leasing	8	Annually
Objections Conquered!	15	Annually
Outstanding Customer Service	7	Annually
Goal Setting for Success	5	Annually
5 Principles of Success	1	Annually

# Service Department

(113/130 recommended segments)

*View each segment within a module until complete; then periodically review.*

It is imperative that Service Managers and Advisors are at the top of their game to ensure profitability and customer retention.



Modules	Number of Segments	Recommended for Review
Service Advisor Road to the Sale	18	Quarterly
12 Foolproof Ways to Increase Service Sales & Retention	14	Quarterly
Selling Specific Services	8	Quarterly
Overcoming Objections	16	Annually
Advanced Selling Techniques	18	Annually
Customer Handling Skills	16	Annually
Personal Success Strategies	12	Annually
Outstanding Customer Service	7	Annually
Professional Service Manager (Managers Only)	17	Annually
5 Principles of Success	1	Annually
Receptionist	3	Annually

# Dealer / G.M.

(300+ recommended segments)

*View each segment within a module until complete; then periodically review.*



The Dealer or G.M. can now be familiar with all training viewed by their staff.

Modules	Number of Segments	Recommended for Review
Sales Management	27+	Bi-annually
Automotive Sales Success For Today's Professional	34	Annually
Ultimate Phone Expertise	15	Annually
Virtual Sales Pro	24	Annually
Prospecting & Follow-Up in Today's Market	11	Annually
Objections Conquered!	15	Annually
Outstanding Customer Service	7	Bi-annually
Goal Setting for Success	5	Annually
F&I	33	Annually
Service Advisor Performance Plus	113	Annually
Professional Service Manager (Managers Only)	17	Annually
5 Principles of Success	1	Annually

# Receptionist

(21 recommended segments)

*View each segment within a module until complete; then periodically review.*

The receptionist is very often the first impression the customer gets of your dealership. Make sure it is a good one.



Modules	Number of Segments	Recommended for Review
Receptionist Training	3	Monthly
Outstanding Customer Service	7	Quarterly
Personal Motivation Strategies	10	Quarterly
5 Principles of Success	1	Bi-annually



# Comptroller

(12 recommended segments)

*View each segment within a module until complete; then periodically review.*

Leadership, time management and communication skills are essential to success in this position.



Modules	Number of Segments	Recommended for Review
Outstanding Customer Service	7	Quarterly
Receptionist	3	Annually
Service Cashier	1	Annually
5 Principles of Success	1	Annually

# Office Personnel

(12 recommended segments)

*View each segment within a module until complete; then periodically review.*



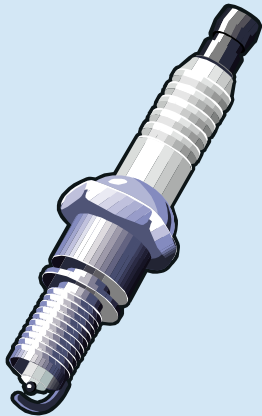
Office personnel are essential to a smooth-running, successful dealership. These tools are provided to help maintain a good attitude and a strong work ethic.

Modules	Number of Segments	Recommended for Review
Outstanding Customer Service	7	Quarterly
Receptionist Training	3	Annually
Service Cashier	1	Annually
5 Principles of Success	1	Annually

# Parts Consultant

(26 recommended segments)

*View each segment within a module until complete; then periodically review.*



Good communication skills, sound time management and a firm understanding of the value of teamwork are important ingredients for an effective parts consultant.

Modules	Number of Segments	Recommended for Review
Outstanding Customer Service	7	Quarterly
Ultimate Phone Expertise	15	Quarterly
5 Principles of Success	1	Annually
Receptionist	3	Annually