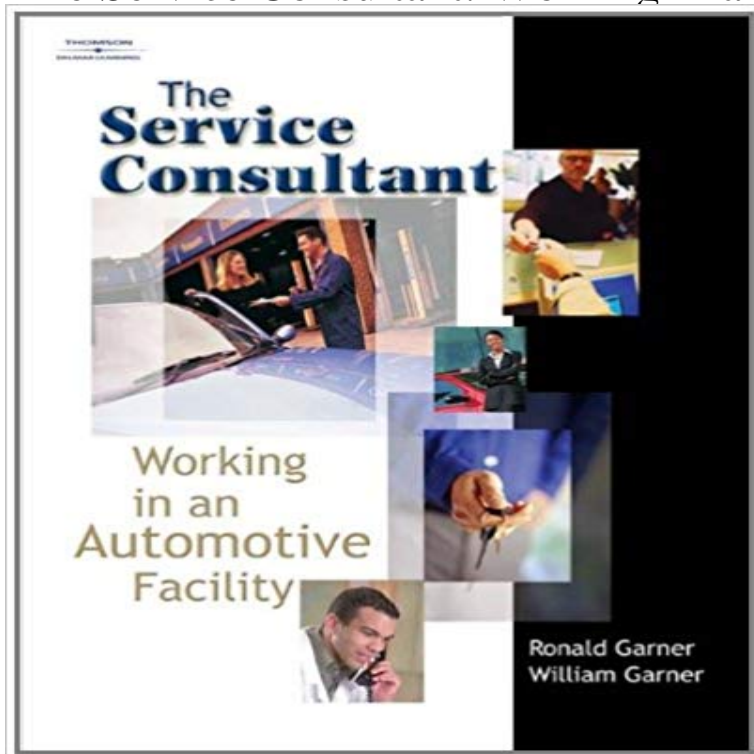


The Service Consultant: Working in an Automotive Facility



This book examines the multi-faceted responsibilities of an automotive service consultant. It outlines task-oriented procedures for day-to day operations and provides an understanding of how service techniques are used to maximize customer satisfaction and profitability. Content follows the tasks identified by ASE for Automotive Service Consultant (C1). ASE terminology is used throughout to describe the people and businesses servicing the driving public. Coverage examines communications specific to customer relations and sales as well as internal communications, relations, and supervision. Customer delivery and follow up round out this thorough exploration of the functions of a successful automotive service consultant.

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