



The Service Consultant: Principles of Service Management and Ownership

Ronald A Garner, C. William Garner

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Designed to prepare readers for a successful career as an automotive service consultant, THE SERVICE CONSULTANT: PRINCIPLES OF SERVICE MANAGEMENT AND OWNERSHIP, Second Edition teaches readers how to maximize profits and improve customer satisfaction in an automotive business. With coverage of task-oriented procedures for day-to-day operations as well as communications, relations, supervision, and customer delivery, this practical book provides readers with an in-depth examination of the multi-faceted responsibilities of an automotive service consultant. In addition, the second edition contains updated examples, activities, technology, case studies, and visual aids so that readers are exposed to the most up-to-date information in the field.

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