



POLICARO **BMW**

Service Advisor

Job Title: Service Advisor

Department: Service Department

Reports to: Service Manager, Fixed Operations Manager, General Manager

JOB SUMMARY

This role requires someone who is passionate about taking care of the Customer and helping them turn an unpleasant event into a positive experience. This role requires juggling many Customers, priorities, communication and follow-up throughout the day.

KEY AREAS OF RESPONSIBILITIES

- Setting, confirming and preparing for appointments with customers to expedite their service experience
- Greeting customers in a timely and friendly manner
- Determining vehicle needs based on customer information and a vehicle walk-around
- Using a consultative selling process to assist customers in planning for on-going required maintenance of their vehicle
- Producing repair orders for customers with full transparency including cost and time estimates
- Communicating frequently with Technicians and Parts Associates to ensure timely completion of work
- Follow-up with customers on the status of their vehicle, based on how the Customer wants to be informed
- Creating a great vehicle delivery experience for the Customer
- Following up with Customers to ensure satisfaction
- Setting and achieving targeted sales goals
- Gaining superior product knowledge to effectively help Customers with service maintenance requirements and warranty information
- Providing an exceptional customer experience to drive loyalty

SKILLS, REQUIREMENTS, AND EXPERIENCE FOR THIS POSITION

- Previous BMW or German brand experience preferred
- College or University degree

- Setting, confirming and preparing for appointments with customers to expedite their service experience
- General mechanical knowledge
- Well versed in Reynolds and Reynolds
- Proven exceptional customer service
- Knowledge on BMW maintenance minders
- Communicating frequently with customers on promise times
- Follow-up with customers on the status of their vehicle, based on how the Customer wants to be informed
- Proper explanations of customer work orders
- Following up with Customers to ensure satisfaction
- Setting and achieving targeted sales goals
- Gaining superior product knowledge to effectively help Customers with service maintenance requirements and warranty information

At the Policaro Automotive Family we believe in hiring from within our organization. Our Service Advisor position has many choices for career growth and development after success within this role.