



Course Title	Personal Value Propositions
Goal of Session	To identify and deliver a compelling personal value proposition to guests
Topic Intro Video	After having class sign in online, play intro video
Video Review Identify key points and discuss	<ul style="list-style-type: none">• What are personal value propositions?• Who makes the difference in a personal value proposition?• What are some value adds that are specific to our store?• What is wrong with price being the only factor?
Facilitator Input	<ul style="list-style-type: none">• Facilitator to provide examples based on their experiences
Activity	1. List your value adds that you currently deliver to your customers
	<ul style="list-style-type: none">• Free oil changes
	<ul style="list-style-type: none">• Lifetime warranty
	<ul style="list-style-type: none">• Free loaner cars
	<ul style="list-style-type: none">• Technician expertise (number of master techs)
	2. List additional value adds you can include
	<ul style="list-style-type: none">• Fully transparent and fiduciary approach
	<ul style="list-style-type: none">• No pressure experience
	<ul style="list-style-type: none">• Pick up and drop off service in service
Class Assessment Notes: Ask class to assess themselves from the role plays	3. Pair up and deliver your new personal value proposition to your partner and then reverse the roles.



Simply Smart Training
Training that simply works

**Session
knowledge
check:**
Direct class to
scan and take
exam



Notes:
