

# THE MAGIC OF THE TELEPHONE:

THE ART OF SCHEDULING AND  
WINNING OVER THE PRICE SHOPPER  
WITH CORALEE ZUEFF



**WTI**   
WORLD PAC Training Institute®

**CARQUEST** Technical  
Institute®



**THURSDAY**  
**10/12/23**

**6PM - 8PM (EASTERN)**  
**CLASS ID: OLT381**  
**COST: \$75**

Scheduling appointments is not just finding a blank spot on the calendar — It's so much more than that.

- Structuring appointments to make the most efficient use of the technician's time and keep the shop out of the weeds.
- Setting customer expectations to start out on the right foot.
- Collecting important information upfront to help the technician analyze the concern fast and efficiently.
- Be prepared and proactive. Checking history records, maintenance schedule, inventory and more.
- Strategies to pre-qualify customers that are ready to buy.