



Educational Seminars Institute
Automotive Management Specialists

Since 1984

For Release:
Immediate T-0601

Contact:
Maylan Newton
(888) 338-7296
esi@esiseminars.com
www.esiseminars.com

ESi Offers Service Writer's School in New Locations

Simi Valley, Calif. – June 21, 2012 – For the first time, Educational Seminars Institute (ESi) is offering its renowned Service Writer's School of America (SWS) 2.5 in new locations throughout the United States. The school, previously only offered in California, also is extended from two days to two- and-a-half days to accommodate a larger number of service advisors and assistants.

Dates for SWS for the remainder of 2012 are: Aug. 18-20, in Indianapolis, Ind.; Oct. 20-22 in New Orleans, La.; and Nov. 3-5 in Orlando, Fla. Classes will be taught by seasoned ESi instructor Kevin Donohoe, who in addition to owning four automotive businesses, is an ASE master technician, an ASE service consultant and an accomplished college instructor in the automotive field.

To register, call toll-free (888) 598-0658, or email: bunnita@esiseminars.com.

“The SWS prepares service advisors to be sharp, motivated and skills-ready to make the most of every sales opportunity,” said Maylan Newton, senior instructor and owner of ESi. “And, by offering the school outside of California, we’re able to help a larger number of service advisors be successful, both at the counter and on the phone.”

ESi, www.esiseminars.com, introduced the Service Writer's School in 1989. The classes teach service advisors and assistants how to handle situations at the service desk, including objections, qualifying the customer, customer service, building value, estimating, phone skills, building relationships, sales presentations and closing the sale. Registration also includes one year of telephone support, as well as a 60-page productivity package.

ESi was founded in 1984 and offers “Independent Solutions for Individual Needs” through its Professional Business Development training series, an In-Shop Training

Independent Solutions for Individual Needs

4516 E, Industrial St. Suite 1E • Simi Valley, CA 93063

(888) 338-7296 Fax (805) 526-3254

www.esiseminars.com esi@esiseminars.com



Educational Seminars Institute
Automotive Management Specialists

Since 1984

Support Program, a Phone Coaching Program and the Service Writer's School of America. All ESi programs are taught by automotive professionals with at least 20 years of experience in the automotive industry. For information, visit www.esiseminars.com, email: esi@esiseminars.com or call toll-free (888) 338-7296.

###

Independent Solutions for Individual Needs

4516 E, Industrial St. Suite 1E • Simi Valley, CA 93063

(888) 338-7296 Fax (805) 526-3254

www.esiseminars.com esi@esiseminars.com