

# Adriana's

## TRAFFIC SCHOOL



# ***ADRIANA'S TRAFFIC SCHOOL EMPLOYEE TRAINING GUIDE***

## ***Table of Contents***

**Welcome to Adriana's Traffic School**

**Chapter 1: What is Traffic School?**

**Chapter 2: Benefits for Customers**

**Chapter 3: Agent's Incentive**

**Chapter 4: Identifying Who Needs Traffic School**

**Chapter 5: How To Cross-Sell**

**Chapter 6: Dealing With Customers**

**Chapter 7: Signing Customers Up Online**

**Chapter 8: How To Create A Receipt on LAE System**

**Chapter 9: Where To Send Leads**

**Chapter 10: Grading Exams**

**Closing: ¡Sí Se Puede!**

# Welcome

## Our Mission Is Simple

**Provide every student with a clear, stress-free path to resolving their traffic ticket** while delivering exceptional customer service.

This presentation is designed to **help you succeed as an agent**. You'll find step-by-step procedures, effective communication tips, and customer-service best practices to help you support every customer with **confidence**.

## Our Core Values

**Integrity:** Give accurate, honest information at all times.

**Professionalism:** Represent the school with respect and courtesy.

**Knowledge:** Stay informed on rules, updates, and procedures.

**Service:** Go the extra mile to reduce stress and make the process easy for our students.

# CHAPTER 1: WHAT IS TRAFFIC SCHOOL?

Traffic school is a DMV and court-approved program that allows drivers to prevent a moving violation from appearing on their public record.

## Eligibility

- Minor, one-point moving violations only.
- Must request Traffic School by court due date.
- Court approval required before attending.
- All court and administrative fees must be paid.

## Ineligible Cases

- Non-moving violations (parking tickets, equipment violations).
- Commercial drivers speeding 25+ mph over the limit.
- Attended traffic school within past 18 months.
- 2-point/serious violations (DUI, reckless driving, 100+ mph, suspended license, etc.).



# CHAPTER 2: BENEFITS FOR CUSTOMERS

## ★ Point Masking

- Keeps the point on their driver's license *hidden from the public record*.
- Helps maintain a clean driving record and prevents long-term consequences.

## 💰 Insurance Savings

- Reduces the chance of *insurance rate increases* for 3–5 years.
- Often cheaper than paying higher premiums.

## 📱 Convenience

- Online traffic school option available 24/7.
- Customers can complete the course at their own pace, on any device.

## ⚡ Faster Turnaround

- Our school sends *same-day electronic completion* to the court and DMV.
- Quick, easy resolution without extra paperwork.

## ✓ Extra Advantages

- Helps avoid accumulating too many points.
- Reinforces safe driving habits.



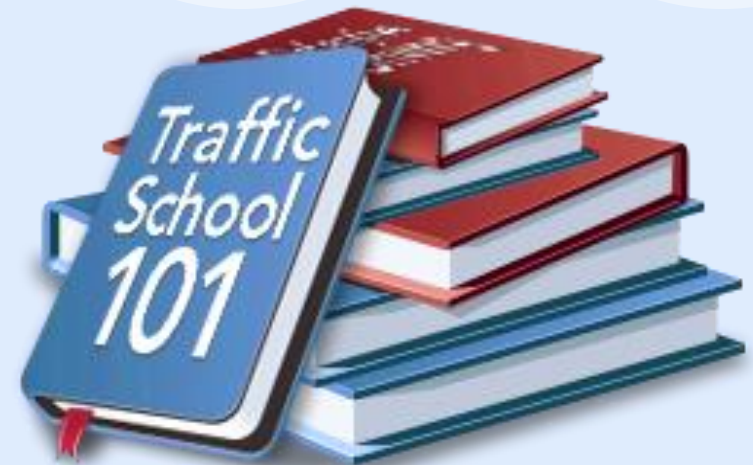
## We offer our traffic school course in two formats:

### 1) **Online Course – \$49.99**

- Study at your own pace. Course includes 12 chapters.
- Log in and out as often as needed (except during the final exam)
- Mobile and desktop accessible
- Final exam is 25 questions, 70% needed to pass which means they can't miss more than 6 questions.
- One free retake if needed.

### 2) **Booklet Course – \$59.99**

- Mailed to the customer's home directly- 2-5 business days.
- Open-book exam advantage
- Same exam as the online version (25 questions, 70% to pass)



## CHAPTER 3: **AGENT'S INCENTIVE**

YOU MIGHT BE ASKING YOURSELF  
"WHAT'S IN IT FOR ME?"

Agents earn a **broker's fee** for every sign-up.

Simply put, more sign-ups = **more income!**

**Higher Retention!** Customers avoid rate increases, making them more likely to renew and stay with their agent.

Saving money for your customers boosts **loyalty and referrals!**



# CHAPTER 4:

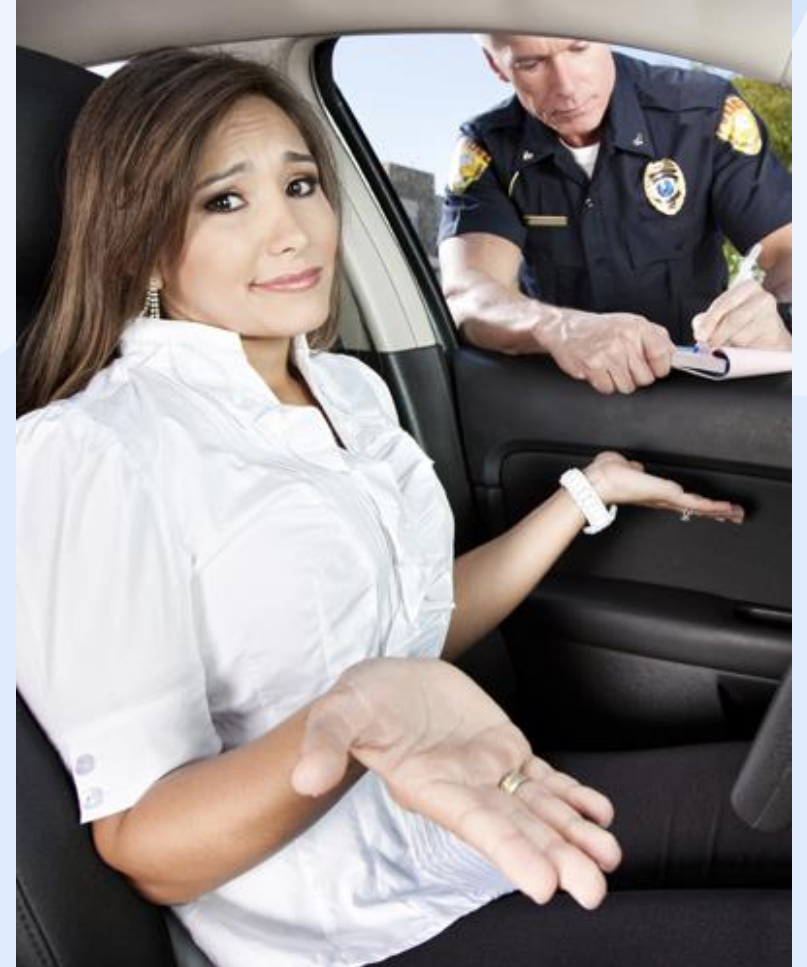
## IDENTIFYING WHO NEEDS TRAFFIC SCHOOL

### Signs a Customer Qualifies

- Mentions receiving a **recent ticket**
- Court paperwork states “**Traffic School Eligible**”
- Expresses concern about **rising insurance rates** or **points on their license**

### Quick Questions to Ask

- “Did the court offer you Traffic School?”
- “Has anyone in your household gotten a ticket lately?”
- “Have you completed Traffic School in the last 18 months?”
- “When is your Traffic School completion deadline?”



# CHAPTER 5: HOW TO CROSS-SELL

**Review Driving History** – Look for tickets or violations

**Pitch Traffic School** – Highlight money-saving benefits

**Offer During Key Touchpoints** – Renewals, endorsements, or claims



# ROLEPLAY: IDENTIFYING A TRAFFIC SCHOOL OPPORTUNITY

## ENGLISH

Agent: Hello! What brings you in today?

Customer: I'm shopping around. My insurance went up.

Agent: I'm sorry to hear that. Sometimes rates increase after a ticket. Have you received any recent citations?

Customer: Yeah... I got a ticket for making a U-turn where I wasn't supposed to, about a month ago.

Agent: I'm sorry that happened to you. Did the court offer you Traffic School?

Customer: I think so. The paperwork said something about "Traffic School Eligible."

Agent: Perfect—that means you may be able to hide the point from your public record and avoid more rate increases. Have you taken Traffic School within the last 18 months?

Customer: No, this would be my first time.

Agent: Great! When do you have to complete it? I can help you get enrolled today so you don't miss your deadline.

# JUEGO DE ROLES: IDENTIFICANDO UNA OPORTUNIDAD PARA LA ESCUELA DE TRÁFICO

## SPANISH

Agente: ¡Hola! ¿Qué lo trae por aquí hoy?

Cliente: Estoy comparando opciones. Mi seguro subió.

Agente: Lamento escuchar eso. A veces las tarifas suben después de una multa.  
¿Ha recibido alguna infracción recientemente?

Cliente: Sí... hace un mes tuve una multa por dar un giro en U donde no estaba permitido.

Agente: Lo siento que te pasó. ¿El tribunal le ofreció la Escuela de Tráfico por casualidad?

Cliente: Creo que sí. Los papeles decían algo sobre “Elegible para la Escuela de Tráfico.”

Agente: Perfecto, eso significa que puedes esconder el punto de su récord publico y evitar más aumentos en su seguro. ¿Ha tomado la Escuela de Tráfico en los últimos 18 meses?

Cliente: No, sería mi primera vez.

Agente: ¡Excelente! ¿Para cuándo tienes que completarla? Puedo inscribirte hoy mismo para que no te pierdas la fecha límite.



# FAQ



## *Customer Question*

## *Approved Response*

"Will this keep my ticket off my public record?"

"Yes, as long as the court approved you and you complete the course by your deadline."

"Can I do the course online?"

"Yes, online (\$49.99) and booklet (\$59.99) options are available."

"How long do I have to finish?"

"Normally it's 90 days after you've paid all your fees to the court. We can confirm based on your court paperwork or the county website."

"Will insurance see my ticket?"

"No, completing the course keeps the violation off your public record."

"What if I miss my deadline?"

"Contact the court directly; extensions cannot be granted by the school."

## CHAPTER 6: DEALING WITH CUSTOMERS

*Customers often contact us stressed, confused, or frustrated. They may only have a few days to complete their course and are worried about their ticket affecting their driving record or insurance.*

### *Your Role:*

- **Listen actively:** Pay close attention to what the customer says.
- **Show empathy:** Use validating language such as, “I understand how stressful this must feel.”
- **Provide solutions:** Always offer clear next steps and options, “Don’t worry — you’re in the right place. We’ll take care of everything and get you enrolled right now. I’ll be here to support you throughout the entire process.”



# CHAPTER 7: SIGNING CUSTOMERS UP ONLINE

1. Head over to [Adriana's Internal Page](#)



Mon - Fri: 9AM - 7PM

Adriana's

Locaciones

COMMERCIAL DEP | GUIDELINES | DMV | IMMIGRATION | TIME CLOCK | RECIBOS | TRAFFIC SCHOOL | PHONE BOOK | TRAINING | LEADS | MAINTENANCE | ADRIANAS SHOP | MKT TICKETS | LAS VEGAS | INSCRIPCIÓN EVENTOS

**Si no pudiste cerrar una venta**

**CONTACTA A NANA**

**FARMERS INSURANCE**

**NO PIERDAS COMISIONES**  
Cuando se cierra la venta ganas NB Policy en tus comisiones

**Envía a mi email el ITC quote download**  
[adriana@afafarmersinsurance.com](mailto:adriana@afafarmersinsurance.com)  
ITC quote number on the subject line

**SI TIENES AL CLIENTE EN AL LINEA**  
puedes transferir la llamada a  
**949-669-4684**

2. Then click on [Traffic School](#) and select the appropriate course.

Mon - Fri: 9AM - 7PM

Adriana's

Locaciones

COMMERCIAL DEP | GUIDELINES | DMV | IMMIGRATION | TIME CLOCK | **TRAFFIC SCHOOL** | PHONE BOOK | TRAINING | LEADS | MAINTENANCE | ADRIANAS SHOP | MKT TICKETS | LAS VEGAS | INSCRIPCIÓN EVENTOS

- TRAFFIC SCHOOL TRAINING
- TRAFFIC SCHOOL ONLINE (ENGLISH) - \$49.99
- TRAFFIC SCHOOL ONLINE (SPANISH) - \$49.99
- TRAFFIC SCHOOL BOOK ENGLISH/SPANISH \$59.99

*Si no pudis cerrar una venta*

**CONTACTA A NANA**

**FARMERS INSURANCE**

**NO PIERDAS COMISIONES**

ando se cierra la venta ganas NB Policy en tus comisiones

**Envía a mi email el ITC quote download**  
adriana@afafarmersinsurance.com  
ITC quote number on the subject line

**SI TIENES AL CLIENTE EN AL LINEA**  
puedes transferir la llamada a  
**949-669-4684**

3. You will then enter the client's personal and court information.

\*For an **Online Order** you will create their login info. The Username will be their *Email*, the Password will be their *Birth Year*.

\*For **Book Orders** you will hand them the booklet along with a 7-page packet which includes the exam and a return manilla envelope.

Home Traffic School Courses FAQs About Us Contact Us

### Course Registration

Getting started is Simple and Easy!

**INFORMATION**

USERNAME

PAYMENT

Once registration is complete you may start the course INSTANTLY!

To begin our great course, fill in the fields below.

**All fields are required.**

**Package Type**  
Employee Link - \$49.99

**Profile Information**  
You must register with the true full name on your California Driver License or California Identification Card. Make sure you confirm your form entries. Errors made on your part are subject to a re-processing fee.

First Name

Middle Name

Last Name

Email (this will be your username)

Confirm Email

Address

City

State

Zip Code

Phone (i.e. 555-555-5555)

How Did You Hear About Us?

California License/ID #:

Check this box if you **DO NOT** have a California Driver License or California Identification Card. By checking this you acknowledge that you do not have either form of identification and will sign up **WITHOUT** a California Driver License or California ID Card.

Driver License Type:

Date of Birth:

Reason for Taking the Course:

- **Traffic Citation:** You received a traffic citation and are completing the course in order to mask that citation/point(s) from your driving record.
- **Voluntary:** You have not been referred by a court, but are electing to take traffic school; your completion will not be used to mask a citation/point(s) from your driving record.

**Court Information**

Court/County on Citation:

Case or Citation or Docket or Reference #:

Completion Due Date:

Send Me Occasional Emails with important law updates and court information. (You will always receive emails with receipts and completion notifications.)

Please verify that all fields have been filled before you continue

**Next**

4. Input their payment method & amount that will be charged.

5. Be sure to print out the receipt and hand it to the client for their records.

All done!  
It's that easy!

Home Traffic School Courses FAQs About Us Contact Us

Booklet Course Registration

Getting started is Simple and Easy!

INFORMATION

**PAYMENT**

Once registration is complete you may start the course INSTANTLY!

Course: Traffic School Book  
Package Type: Employee Link  
Upgrade Type: Proof of Submission  
Upgrade Amount: \$9.95  
Course Amount: \$49.99  
Total: \$59.94

Discount Coupon Code:    
(Note: Coupon applies to course fee only, NOT additional mailing services. Coupon codes cannot be combined.)

**BILLING ADDRESS**

First Name:

Last Name:

Address:

City:

State:

Zip Code:

Phone:

**CREDIT CARD INFO**


Card Type:

Credit Card Number:

Expiration Date:  /

Credit Card Verification Number:

(If Visa, MC, or Discover: 3 digits on the back signature panel.)



## Chapter 8:

# How to Create a Receipt on LAE System

### 1. Add Invoice Items:

- Line 1: Traffic School – \$49.99 for Online Order or \$59.99 for Book Order
- Line 2: BF Traffic School – e.g., \$100

### 2. Add Payment:

- Choose Payment Type
- Reference: e.g., last four digits of credit card
- Amount: e.g., \$149.99

### 3. Confirm Total Invoice Items & Total Payments – make sure Balance = \$0.00

### 4. Add Comment: e.g., Internet Sale or Book Sale

### 5. Click Save

### Tips:

1. Use **Delete** to fix mistakes.
2. Make sure payments match invoice totals.

Create Receipt for Policy #

+ Add Invoice Item

Invoice Item	Amount	Retained	
Traffic School	\$49.99	\$0.00	<input type="button" value="X Delete"/>
BF Traffic School	\$100.00	\$0.00	<input type="button" value="X Delete"/>

+ Add Payment

Payment	Reference	Amount	
Credit Card	1234	\$149.99	<input type="button" value="X Delete"/>

Total Invoice Items \$	149.99
Total Payments \$	149.99
Balance \$	0.00

Comments

Internet Sale

# CHAPTER 9: WHERE TO SEND LEADS

Traffic School Lead – Adriana’s Internal Page, Email: [Traffic@AdrianasTrafficSchool.com](mailto:Traffic@AdrianasTrafficSchool.com), Team's Traffic School Support Chat or Call (909) 373-4784

Mon - Fri: 9AM - 7PM

Adriana's

Locaciones

COMMERCIAL DEP | GUIDELINES | DMV | IMMIGRATION | TIME CLOCK | TRAFFIC SCHOOL | PHONE BOOK | TRAINING | **LEADS** | MAINTENANCE | ADRIANAS SHOP | MKT TICKETS | LAS VEGAS | INSCRIPCIÓN EVENTOS

- COMMERCIAL LEADS
- TAXES
- LIFE INSURANCE LEAD
- IMMIGRACION LEAD
- DMV LEAD
- TRAFFIC SCHOOL LEAD**
- CHINGONAS LEAD
- AGNC LEAD
- GORILLA LEAD
- PERMITS
- COMPLAINT

*Si no pudiste cerrar una venta*

**CONTACTA A NANA**

**FARMERS INSURANCE**

**NO PIERDES**  
Cuando se cierra... tus comisiones

**Envía a mi email el**  
**adriana@afafarmers**  
ITC quote number on the

**SI TIENES AL CLIENTE EN AL LINEA**  
puedes transferir la llamada a  
**949-669-4684**



## Chapter 10: Grading Exams



- When a customer brings in the booklet exam packet, please verify that every page has been filled out correctly. Next scan & send the **entire packet** to [Traffic@AdrianasTrafficSchool.com](mailto:Traffic@AdrianasTrafficSchool.com) or the [Traffic School Support Chat](#) on Teams to be graded. Afterwards mail the original exam to the Rancho Cucamonga office.
- Once the exam has been graded, we'll notify the customer with their results.
- Upon passing, results are automatically submitted to the DMV and the court assigned.
- If the customer wants to reach out to the court for verification tell them they normally take 5-7 business days to process their results.

# ¡SÍ SE PUEDE!

★ EACH PERSON YOU HELP IS A WIN FOR THEM — AND A WIN FOR US!  
AND REMEMBER — EVERY ENROLLMENT ALSO MEANS EXTRA MONEY FOR YOU!

\$\$\$



★ YOU'RE NOT JUST SIGNING SOMEONE UP FOR TRAFFIC SCHOOL...

YOU'RE SAVING LIVES BY HELPING KEEP OUR ROADS SAFER! ❤️

★ TAKE PRIDE, STAY SHARP, AND HUSTLE CON GANAS!

YOU'VE GOT THIS!

