

Adriana's

TRAFFIC SCHOOL



ADRIANA'S TRAFFIC SCHOOL EMPLOYEE TRAINING GUIDE

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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 is needed before attending school.
- 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.



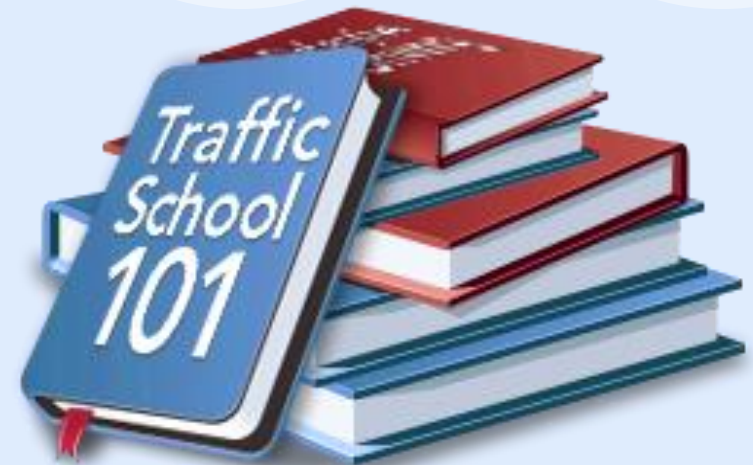
We offer our traffic school course in two formats:

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 cannot miss more than 6 questions.
- One free retake if needed.

2) **Booklet Course – \$69.99**

- 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:

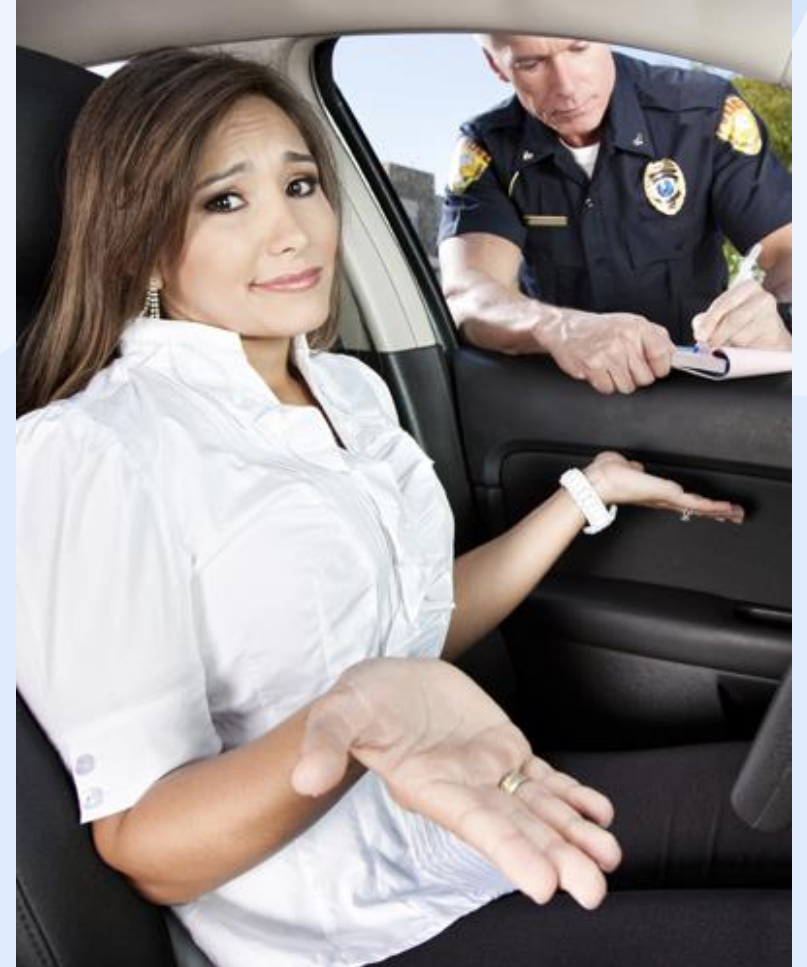
IDENTIFYING WHO NEEDS TRAFFIC SCHOOL

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 (\$69.99) 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
ITC quote number on the subject line

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

The image shows a screenshot of the 'Adriana's' website. At the top, there is a navigation bar with the 'Adriana's' logo on the left and a 'Locaciones' button on the right. Below the navigation bar is a horizontal menu with various service categories. The main content area features a large promotional banner for Farmers Insurance. The banner is split into two sections: a white section on the left with red and blue text, and a dark blue section on the right with white and red text. The white section includes the text 'Si no pudiste cerrar una venta' and 'CONTACTA A NANA', along with the Farmers Insurance logo. The dark blue section features a photo of a woman (Adriana) and text that reads 'NO PIERDAS COMISIONES' and provides instructions on how to contact her for ITC quote downloads. At the bottom of the dark blue section, it says 'SI TIENES AL CLIENTE EN AL LINEA' and provides a phone number '949-669-4684'. The banner has left and right navigation arrows.

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

The screenshot shows the website for Adriana's, with a navigation menu and a dropdown menu for Traffic School. The main content area features a promotional banner for Farmers Insurance with a woman's portrait and contact information.

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
Cuando 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. Enter Client Information

You will enter the client's personal details and case information accurately into the system.

For **Book Orders:**

Provide the client with the full booklet along with the 7-page exam packet and a return manila envelope.

IMPORTANT:

- Ensure the client's name is written at the top of every page.
- Page 6 requires a signature.

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 CA

Zip Code

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

How Did You Hear About Us? Please Choose

California License/ID #: A0000000

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: Noncommercial Class C

Date of Birth: Month Day Year

Reason for Taking the Course: Please Choose

- **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: COUNTY - Court

Case or Citation or Docket or Reference #:

Completion Due Date: Month Day Year

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

For Online Orders:

Create the client's login credentials as follows:

- **Username:** Client's Email
- **Password:** Client's Birth Year

Security Questions:

Ask the client to provide answers to the security questions. These will be used later to verify their identity, especially when accessing test results.

IMPORTANT (Online Sign-Up Tip):

We recommend that clients answer "NO" to all security questions to simplify the login process, as they will need to answer all 10 questions each time they sign in to the course.

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!

Username:

Password:

Password:

The following answers will be saved and used later to verify your identity.

Are you left-handed? Yes No

Is baseball your favorite sport? Yes No

Have you ever been to Hawaii? Yes No

Is yellow your favorite color? Yes No

Have you ever traveled by train? Yes No

Are your eyes brown? Yes No

Are you married? Yes No

Do you have children? Yes No

Do you own a boat? Yes No

Have you ever eaten sushi? Yes No

Back Next

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California Department of Motor Vehicles
Legal Notice and Disclaimer

The California Department of Motor Vehicles (DMV) recognizes the right of private enterprises to advertise and distribute information related to their business functions. DMV promotes the free exchange of information, ideas and opinions, except when the content may invade personal privacy, violate property rights, constitute libel, or be a violation of any applicable federal, state, or local laws.

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If you find any errors, omissions, or have a complaint regarding the educational content, we encourage you to report them to the education provider. In the event the issue is not resolved to your satisfaction, you may call the Department at (916) 229-3154.

This course is not intended as training from a licensed driving school. It does not meet the standards, training, or requirements in preparation for being issued a driver license. This course has been reviewed and approved to meet the requirements for the traffic violator school program. Completion documentation will not be issued to those not meeting the traffic violator school program criteria.

Pursuant to Vehicle Code section 1808.7, the following situations are not eligible for masking a traffic safety violation on a California driver record:

- The driver has already attended a traffic violator course within 18 months of the conviction.
- The driver holds a commercial license as defined in Vehicle Code section 15210.
- The driver holds a commercial driver license from out of state.
- The violation occurred in a commercial motor vehicle as defined in Vehicle Code section 15210.
- The violator has not paid a deposit of fees or bail, and has not pleaded guilty, no contest, or been convicted by the court of jurisdiction.
- The conviction would result in a violation point count of more than one point pursuant to Vehicle Code section 12810. A list of Vehicle Code two-point violations may be found on the Department of Motor Vehicles website, www.dmv.ca.gov.

This site will require your California driver license or California identification number, or, if you do not have a California driver license or California identification card, your birth date, the court reference number (docket, ticket, or citation number), and the name of the court with jurisdiction or the court code. These are requirements for receiving a completion receipt and to have the information sent to the court of jurisdiction should you successfully pass this course. If you are unable to provide the required information, your participation shall not be credited toward satisfying the requirement.

Course content is limited to traffic violator curricula approved by the Department of Motor Vehicles. Students include traffic offenders, repeat traffic offenders, adults, and teenagers, and those who have and those who have not been referred by a court. Instructor training, business regulatory standards, and Vehicle Code requirements of traffic violator schools are not equal to the training, standards, and Vehicle Code requirements of licensed driving schools (California Vehicle Code Section 11200(b)(1)).

Proceed to Payment

Step 4: Review Disclaimer & Continue to Payment

What to Do:

- Briefly explain this is a DMV-required disclaimer page
- Let the customer know it outlines eligibility and program rules
- Confirm the customer is eligible (court-approved, 1-point violation, within deadline)

What to Say (Simple Script):

"This page just covers DMV requirements and eligibility. Everything looks standard — we'll go ahead and continue to payment."

Important Reminders:

- Do NOT read the full page (keep it simple and moving)
- If customer has questions, clarify only what's needed
- Make sure they've:
 - Paid court fees
 - Been approved for traffic school
- Then click "Proceed to Payment"

5. Input the Discount Coupon Code that was provided by your manager.

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

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

If you need assistance, please reach out to us via

Email:

Traffic@AdrianasTrafficSchool.com

Teams:

Traffic School Support Chat

Call:

(909) 373-4784

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 ONE AGI

1. Add Invoice Items:

- Line 1: Traffic School – \$49.99 for Online Order or \$69.99 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. Click Save Receipt

Create Receipt

Generate a new receipt for your customer

Receipt Type: Payment x v

Billing & Payment Information

Add New Invoice

Invoice Item	Amount	Retained	
<input type="text" value="Select..."/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="button" value="+ Add"/>

Invoice item	Amount	Retained	
<input type="text" value="Traffic School"/>	<input type="text" value="49.99"/>	<input type="text" value="0"/>	<input type="button" value="🗑"/>
<input type="text" value="BF Traffic School"/>	<input type="text" value="100"/>	<input type="text" value="0"/>	<input type="button" value="🗑"/>

Add New Payment

Payment Method	Reference	Amount	
<input type="text" value="Credit Card"/>	<input type="text" value="1234"/>	<input type="text" value="149.99"/>	<input type="button" value="+ Add"/>

CHAPTER 9: WHERE TO SEND LEADS

Traffic School Lead – Adriana’s Internal Page, Email: 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 COMISIONES

Quando 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 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 3-5 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!