



Chris Collins' High Performance Service Manager Academy 101

Overview

Participants of this course will learn a step-by-step system to improve their results in increased sales and customer experience scores. Instruction for this course will be conducted remotely through **Chris Collins On Demand** video based training and live in person classroom facilitated training conducted by a live Chris Collins Certified Instructor.

Service Managers that participate in this will learn a system that will help them hold their employees accountable to hitting their goals. Managers will learn how to create an environment to improve their customer's experience from the moment the customer enters the dealership, to the delivery of the completed vehicle. Through this system, service managers will learn how to; retain customers, sell/convert more in a relationship based sales system, build instant trust and rapport, and earn "Customers for Life". In addition, each attendee will receive a service manager workbook and resource guide with step-by-step instruction, diagrams, time saving templates, and worksheets.

Course Outline

Each module includes approx. 4 hours of in-person classroom training and 2 hours online facilitated training.

Module 1 – Fixed Ops Mental Overhaul

Service Managers in this course will learn to set clear personal and department goals in this course. Success is attracted to clarity and this course is designed to have managers in the right frame of mind needed to transform their departments. Topics include:

- Adopting the right mindset
- An Exercise on Clarity,
- Goals 1: How to Be a Heat Seeking Missile,
- Goals 2: How Do You Know if You've Won or Lost.

Module 2 – Fixed Ops Financial Training

Service managers will learn how to read a financial statement and will learn how to achieve maximum profit. They will learn a complex pricing strategy to increase profitability while remaining competitive in their market. Topics include:

- Foundation of Industry – Fixed Absorption
- How to Make Your Service Department Profitable - Effective Labor Rate,
- Pricing Strategy 1 & 2,
- Maintenance Labor 1 & 2,
- Repair and Competitive Labor.

Module 3 – Service Drive Judo

Managing the flow of traffic coming into a service drive is a challenge, bottlenecks in flow must be eliminate to create the most efficient work flow. Service Drive Judo is course designed to eliminate bottlenecks in workflow to improve the customer experience and increase shop efficiency. Topics include:

- The theory of constraints

- Service Drive Judo Architecture
- Lateral Support,
- Managing a 'Quick Lube',
- Technician and Team Pay Plans.

Module 4 – Gasoline on Fire

Managers will learn how to inspect what they expect in this course with tools to hold all of their employees accountable to following a system and motivate them to increase sales through utilizing game theory, AKA Gamification. Managers will learn to maximize sales on each customer repair order by decreasing missed opportunities. Topics include:

- Shift Meetings,
- Spiff Tracking,
- The Inspection System,
- Creating Maintenance Intervals,
- Accountability: Service Advisors,
- Accountability: Technicians,
- Missed Opportunities.

Goals (Outcomes) of the Training

Service Managers that become certified in this course will experience the following:

- Increased Labor and Parts sales, which will increase their commissioned sales and income.
- An advanced understanding of how to achieve service profitability and fixed absorption.
- Managers will create a culture of training and constant improvement.

The Dealership Service Department will have an increase in:

- Increase in labor and parts sales per vehicle (Hours Per Repair Order).
- Improved employee satisfaction and lower turnover.
- Improved customer satisfaction scores (CSI/CSE).
- Increased Effective Labor Rate.

Assessment

Students will be provided with exams to test their level of knowledge upon completing each Chris Collins On Demand course and will receive certificate of completion based on passing grade of 70%.

Details

Total Duration: 6 months.

Course Hours: 4 in-person training sessions (8 hours each, approx. 4 per Module) = 32 hours
 Approx. 2 hours On-Demand training per Module = 8 hours

Total Hours: 40 Hours

Delivery Method: Training is delivered through a combination of in-person training sessions, scheduled throughout a 6-month period and delivered at client's location, and remote *On Demand training* sessions.

Course Capacity: Maximum of 20 participants.

Cost: \$8,000.00 CAD per participant.