



Chris Collins' Service Advisor Academy 101

Overview

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

This system covers the service advisor and customer interaction from the moment the customer enters the dealership to the delivery of the completed vehicle. Through this system, service advisors 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 workbook (at no charge) and resource guide with step-by-step instruction, diagrams, time saving templates, and worksheets.

Your personal Chris Collins Inc. coach will schedule two weeks of in-dealership Training for the Service department staff. Managers and their employees will get hands-on training, ongoing support, resources, and a report of their progress towards their goals. Managers will receive hands-on leadership and industry specific business training as part of our program for Service Managers. In this program, Service Department personnel will learn customer service and sales techniques in a live business setting.

Course Outline

Each module includes approx. 4 hours of in-person classroom training (2 hours for Option B, see below) and 1 hour online facilitated training.

Module 1 – Mission Possible

Service advisors will learn the value in and how to build a loyal customer following. They will be taught the role Service Advisor in Dealership by learning how their sales performance has direct impact profitability. Topics include:

- Hours Per Repair Order,
- Effective Labor Rate,
- Maintenance,
- Repair and
- Competitive Labor.

Module 2 – Mind Prep

Service advisors will learn the keys to successfully connecting with customers. Topics include:

- Intro to mind prep
- Adopting the right mentality and attitude
- Dressing to Impress

- Keys to Success in Building a Loyal Customer Following.

Module 3 – Circle of Trust

Service advisors will learn thirteen steps they will follow with every customer from the moment they arrive in the Dealership to when they leave completely satisfied. Topics include:

- Building instant connections
- Checking history and advising
- Inspection sheet report cards
- Two-hour connection methodology
- How to be committed to excellence
- Sales calls scripts
- Decline lines
- Quality control
- Don't dos and best practices

Module 4 – ‘Pet the Dog’

Service advisors will learn how to conduct a proper walk around designed to instantly connect with a customer to establish trust and build rapport. Topics include:

- Introduction and best practices
- Dealing with pattern interruptions

Module 5 – Selling Maintenance

Service advisors will learn how to educate their customers on how to properly maintain their cars by learning how to present and sell maintenance items recommend during the inspection process. Topics include:

- Brake Fluid Replacement,
- Power Steering Fluid Service,
- Fuel System Cleaning,
- Coolant Service and
- Selling Alignments.

Module 6 – Handling Difficult Customers

An advanced module designed to teach service advisor how to work with difficult customers. They will learn how to diffuse stressful situations that arise when customers the need for large repairs arise unexpectedly. Topics include:

- Adopting the right mindset
- Dealing with pressure and tension

Module 7 – Five Keys to Selling Tires

A sales course designed to help Service advisor increase their tire sales they will learn how to measure tire tread, conduct a needs analysis and present a good, better and best option for new tire purchases. Additional topics include:

- Interacting with the customer (taking control, walk-around, show and tell)
- Needs analysis

Module 8 – Time Management

Proper time management is essential to creating a world-class customer experience. This course will train Service advisor on how to stay in front of the communication cycle. They will learn how to track sales to achieve their monthly sales goal with a system that will help them follow up with customers on future repairs needed. Additional topics include:

- Fundamentals of goal setting
- Keeping and using a logbook
- The *piggy bank*

Training Outcomes

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

- Increased Labor and Parts sales, which will increase their commissioned sales and income.
- Higher personal customer satisfaction scores (CSI/CSE)

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 video based course and will receive certificate of completion based on passing grade of 70%.

Details

Total Duration: 6 months.

Course Structure and Hours:

OPTION A

2 in-person offsite classroom training sessions (8 hours each) = 16 hours

2 remote webinar training sessions (4 hours each) = 8 hours

0.5 hours online training per Module (8 modules) = 4 hours

Total: 28 hours

OPTION B

4 in-person classroom training sessions (8 hours each) = 32 hours

2 remote webinar training sessions (4 hours each) = 8 hours

0.5 hours online training per Module (8 modules) = 4 hours

Total: 44 hours

Delivery Method: Training is delivered through a combination of in-person training sessions, scheduled throughout a six-month period and delivered both in-person classroom training, and online video based training sessions.

Course Capacity: Maximum of 20 participants.

Cost:

OPTION A

2-4 trainees= \$4,000 CAD per person

5-7 trainees= \$3,500 CAD per person

8-11 trainees=\$3,000 CAD per person

12+ trainees= \$4,500 CAD per person

OPTION B

2-4 trainees= \$6,000 CAD per person

5-7 trainees= \$5,500 CAD per person

8-11 trainees=\$5,000 CAD per person

12+ trainees= \$4,500 CAD per person