



Chris Collins' High Performance Service Manager Academy 102

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.

Chris Collins' Service Manager Academy 101 is a required prerequisite to this program, as the concepts and tools herein build on those taught in the first course.

Course Outline

Module 1 – Service Advisor Pay Structure

Managers will learn how to create a performance based pay plan for their commissioned service advisors by following our proven formula. They will learn how to create minimum sales requirements. Done to create a consistent standard of performance across the department.

Topics include:

- Service Advisor Pay Plan 1,
- Service Advisor Pay Plan 2
- Review of Minimum Requirements.

Module 2 – Best in Show Recruiting

Managers in this course will be given tools to implement an effective recruiting strategy for every position in their department complete with learning how to write effective ads to recruit top talent, how to conduct and interview and a strategy to create an applicant pool to fill positions in a growing fast paced environment. Employment ads and Interview Guides are included in this course for service advisors, technicians and all support personnel. Topics include:

- Building teams
- 3 steps to upgrading your team
- Leveraging support staff
- Your Secret Weapon: Group Interviews
- The Support In-Person Interview
- 'Top Dog' Advisors – the ad and interview
- Service Advisors – the in-person interview
- Technicians – the ad, phone and in-person interview

Module 3 – Car Doctor Clinic

Managers will learn how to host a Car Doctor Clinic from start to finish in this Module. A Car Doctor Clinic is a marketing event designed to drive traffic into the service department. Topics include:

- Clinic Process Overview,
- Service Manager Overview,
- Business Development Center Appointment Setting,
- The Sponsors Gift Bags,
- Event Logistics
- Meetings – service advisors, parts and technicians

Module 4 – Gamification

Gamification is using game thinking or strategy in non-game, real world setting to problem-solve or increase user contributions. It is used to drive sales, improve employee job satisfaction and increase employee morale by creating a fun working environment utilizing games and game theory. Managers will learn the theory behind Gamification and will learn how to implement it in their departments in this Module. This includes:

- Football, For Get It, Hangman, Jenga, Poker, Rat Race, Root Beer, Sales Olympics, Tic Tac Pong, Uno, Baseball and Card Ninja, among others.
- Facilitation and engagement strategy

Goals 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.