



Chris Collins' Service Advisor Academy 101

website: chriscollinstraining.ca/services

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. The course is comprehensive and is intended for current automotive service and parts advisors, as well as for employees advancing into this role. Instruction for this course will be conducted in-person in a classroom setting, facilitated by a live Chris Collins Certified Instructor, and remotely through Chris Collins video-based training.

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.

See Pages 2-4 for Curriculum Outline, Pricing and other details.

Course Outline

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

Module 1 – Introduction and “Mission Possible”

Service advisors will learn the value in and how to build a loyal customer following. They will be taught fundamentals of the Service Advisor role and discover how their performance has direct impact on dealership profitability. Topics include:

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



Module 2 – Mind Prep

Service advisors will learn the keys to a mindset for 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 for interacting with automotive customers 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 and scripts
- 'Decline lines'
- Quality control
- Dos, don'ts and best practices

Module 4 – 'Pet the Dog'

This module is designed to orient students with the basics of the "Pet the Dog" platform, designed to instantly connect with a customer to establish trust and build rapport. This system is covered in-depth in our *Academy 102* program. Topics include:

- Introduction and basic concepts ("P for Presentation, E for Engage, T for Trust).
- Dealing with pattern interruptions 101.

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%.

Timing and Fees

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