



Chris Collins' Service Advisor Academy 102

website: chriscollinstraining.ca/services

Overview

In the second part of our proprietary Service Advisor Academy course, students are introduced to the practical aspect of the step-by-step service system covered in our 101 program. Moving beyond the basic theoretics, this course introduces the all-important concept of relationship-building and genuine customer connections – specifically as they relate to the automotive sector. Modules covered in Academy 101, the mandatory pre-requisite, are expanded to include new learning takeaways.

A brand-new addition in Service Advisor Academy 102 is an in-depth introduction to our proprietary *'Pet the Dog' Customer Service Platform*. This is the second and more advanced customer service training for those students who were already introduced to this concept in Service Advisor Academy 101. It focuses on specific real-life scenarios, case studies, and applications to automotive customer service. The interaction types are broken down and analyzed in-depth to identify and learn about the solutions for each type of scenario.

Mastering and implementing this system is vital for the service advisors because of the impact each of them make to the bottom-line at the dealership. In Advisor Academy 102, the emphasis is on connection, customer retention, and increased conversion under a relationship-based sales system. Advisors learn methodologies for building instant trust and rapport, and earn "Customers for Life".

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 and 3 for Curriculum Outline, Pricing and other details.



Course Outline

This training program contains two Parts (Modules), and is offered in two delivery options. See "Structure" on Page 3.

PART 1 – Customer Service Training: 'Pet the Dog' Methodology

16 hours of in-person classroom training (or 10 hours for Option A, see below)

This advanced Module in customer service is the second part in our 'Pet the Dog' series. Learn the daily actions that will set you apart and help you appeal to your customers' emotions by quickly connecting with them. Learn how your job is to manage the customer' emotions in order to make the experience memorable. Learn the process that will separate you from your competition. You will have the how's and why's to get the edge you need to make customers for life. Topics include:

- Introduction and review
- 'P' for Presentation: Why it matters; Key elements; Checklists; How to present yourself; How to present the vehicle; Showing you care; Communicating the WIFM
- 'E' for Engage: Interacting with the customer; Learning the customer type; Gauge and ping; The power of connection; The 3 levels of conversation
- 'T' for Trust: Establishing the mindset; Asking the right questions; Setting Expectations; Building trust over time (long-term success over short-term wins).
- Putting it all together: Executing the PET framework
- Dealing with difficult customers and pattern interruptions, the ARR method (*option B only*)
- Case studies and scenarios: in addition to those provided, we examine and unpack real-life cases provided by students for collaborative learning (*option B only*)

PART 2 – Case Studies, Scenarios and Applications

16 hours of in-person classroom training (or 6 hours for Option A, see below)

In this Module, students solidify content from Part 1 by applying it to the dealership setting. This is done by collaboratively examining case studies and scenarios – our instructors provide 5-10 scenarios, each with a different 'focus' and 'problem' to solve. We then welcome students to introduce their own challenging case studies and unpack them in a classroom setting to encourage group learning and mutual feedback. Topics include:

- Crunching the numbers – how Service Department performance impacts the bottom line; how to read and generate reports, understanding the books, ELR, CSI and other measurables.
- Case Studies 1 and 2
- Mentality and mindset – setting yourself up for productivity
- Case Studies 3 and 4
- Trust and connection – scripts review, writing a new script under the PET framework
- Case Studies 5 and 6
- Sales structure – how to incorporate the PET framework into the sales funnel, the power of effortless sales, how to achieve relationship selling
- Case Studies 7 and 8 (*option B only*)
- Activity Management – short-term and long-term goals, alignment with dealership profitability, getting on the same page, prioritization scorecards
- Case Studies 9 and 10 (*option B only*), review and wrap-up.



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 course and will receive certificate of completion based on passing grade of 80%.

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