



# Chris Collins'

## Service Advisor Academy Training 103

website: [chriscollinstraining.ca/services](http://chriscollinstraining.ca/services)

### Overview

In the third part of our proprietary Service Advisor Academy series, we take relationship-building practices to the next level by focusing on the neurolinguistic elements of customer interaction. Students will become masters in the step-by-step service system they learned and began to apply in 101 and 102.

In Service Advisor Academy 103, advisors will get in-depth, insider strategies, including neuro-linguistics for sales conversations and self-disciplinary tips from 'Top Dogs' across industries. Case studies and scenarios will be examined using the '*Pet the Dog*' Customer Service Platform introduced in our 102 course – this time, with an emphasis on neurolinguistics and disciplinary processes relating to automotive dealership operation. This 103 course focuses on the so-called 'fine-tuning' of the Advisor's responsibilities and daily activities, to aid both individual and departmental growth, as well as growth of the dealership as a cohesive unit.

Advisors will take *complete charge* of their results, both in the workplace and with their customers and prospects. Modules covered in courses 101 and 102 are mandatory pre-requisites for this mastery course.

Your personal Chris Collins, Inc. instructor will schedule two weeks of in-dealership training for the service/parts department staff. Employees will get hands-on modifications and material resources, including a report of the team's progress towards their goals.

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 – Neurolinguistics: Top Dog Retention and Conversion**

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

In this mastery Module, service advisors will learn to implement new minutia into their existing, 'conventional' processes and daily actions, that will set them well above the competition in their ability to appeal to customers and their friends (future customers). They will learn how to leverage existing relationships to convert a network of lifelong, loyal business through memorable service experiences. Topics include:

- Introduction and Review
- Perceptions and Reframing Techniques: Five Ways to Increase Service Revenue
- Heroic Service
- Developing Congruence and Encouraging Repeat Business
- Referral Systems for Advisors (Casual Prospecting, Effortless Sales)
- Outcome Orientation: Eight Rules of Phone Service Sales (The Phone Game)
- Motivation Techniques for the Parts and Service Up-sell
- Overcoming Conflicting Beliefs (two parts: internal (colleagues, teams) and external: customers)
- Essential Elements of Contracts
- ADVANCED Neuro-linguistics for Pattern Interruption with Difficult Customers (*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 and to their everyday responsibilities. We collaboratively examine 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:

- How to incentivize service performance and win management and cross-company service challenges
- Case Studies 1 and 2
- Importance of Routine and Discipline – pro-tips on morning routines to spark your work ethic, leaning on your Managers in the right way, appreciating your environment and becoming essential and energetic to work with
- Case Studies 3 and 4
- Building Elite Rapport – advanced script-building with key neuro-linguistics, including troubleshooting script successes and failures
- Case Studies 5 and 6
- Casual Prospecting Mastery – Making neuro-linguistic Judo a part of your sales funnel (next level of Effortless Sales)
- Case Studies 7 and 8 (*option B only*)
- Alignment – big-picture dealership goals (tribe), 1-and-5-and-10- year career plans, gamifying long-term visions
- Case Studies 9 and 10 (*option B only*)
- Continuous Improvement – Advanced Systems of Evaluating your Pitfalls (*option B only*)



## Training Outcomes

Service and Parts 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:

- 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.

## Evaluation

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 a passing grade of 85%.

## 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 in-person at the client's location, supplemented by 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= \$2,500 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