



# Chris Collins' Service Advisor 102 Training Program

website: [ChrisCollinsTraining.ca/Service-Training-Programs](http://ChrisCollinsTraining.ca/Service-Training-Programs)

## Overview

In the second part of our proprietary Service Advisor training series, students are introduced to the *practical* aspect of the step-by-step service system covered in our *Service Advisor 101* training course. Moving beyond basics and theory, this training introduces the P.E.T framework of relationship-building and genuine customer connections – specifically as they relate to the automotive sector. The course expands on topics introduced in the mandatory prerequisite program, *Service Advisor 101*.

This 102-level training program is devoted to an in-depth study of the industry-renowned *P.E.T.* customer service framework. Students were briefly introduced to the P.E.T. concept in *Module 4* of the prerequisite training (*Service Advisor 101*). This course examines the framework in depth, deconstructs all interaction types and analyzes them to identify solutions for each type of scenario. It focuses on specific real-life scenarios involving service orders, case studies, and other applications to automotive customer service. In *Service Advisor 102*, the emphasis is on connection, customer retention, and increased conversion under a relationship-based system.

Instruction for this course is conducted in-person in a classroom setting, facilitated by our Certified Instructors, and remotely through Chris Collins online video-based training. This program is delivered in tandem (or conjoined) with our *Service Manager 102* training course to maximize the impact on all levels of the dealership. Participants receive a workbook and resource guide with examples, diagrams, time-saving templates and worksheets.

See Pages 2 and 3 for Curriculum Outline, Pricing and other details.

## Course Outline

*This training program contains two Parts (Modules), each containing 16 hours of in-person instruction and 6 hours of online instruction.*

### **PART 1 – Customer Service Training: ‘Pet the Dog’ PET Methodology**

*16 hours of in-person classroom training, 6 hours of online training.*

This advanced Module is devoted to the ‘Pet the Dog’ (PET) platform. It unpacks the daily actions and techniques that drive appeal to customers’ emotions by quickly connecting with them. The three core concepts of presentation, engagement and trust are revisited in greater depth, and as a result, interactions with customers become structured and predictable. Advisors learn what it means to



'manage' the customer's emotions and become prepared for dealing with difficult customers, objections and pattern interruptions. Topics include:

- Introduction and review – why a framework is needed
- '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 for automotive' method
- Case studies and scenarios: in addition to those provided, we examine and unpack real-life cases provided by students for collaborative learning

## **PART 2 – Case Studies, Scenarios and Applications**

*16 hours of in-person classroom training, 6 hours of online training.*

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
  - Impacts on the bottom line: the productivity effect
  - Reading and generating 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.

## **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 Hours:** 4 in-person classroom training sessions (8 hours each) = 32 hours

6 remote online training sessions (2 hours each) = 12 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 classroom training, and online video-based training sessions held once per month.

**Course Capacity:** Maximum of 20 participants.

**Cost:**

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