



Chris Collins' Service Advisor 104 Training Program

website: ChrisCollinsTraining.ca/Service-Training-Programs

Overview

In the fourth part of our proprietary Service Advisor Training series, students learn about the key changes to service department operations in a post-pandemic economy. The COVID-19 pandemic has impacted the way vehicles are serviced, the availability of parts, sales patterns, customer preferences and other market dynamics.

This training helps service advisors adapt to changes in the industry, including shifts in consumer behavior and buying patterns in automotive. It explores the role of the advisor in-depth by reexamining small tasks and “fine-tuning” or adjusting them to meet new market needs. This includes adjustments to the conventional service writing process, developing a new system for writing service orders in the midst of supplier shortages and other market limitations. The objective is to provide advisors with new skills and tools to navigate these limitations without sacrificing key metrics, such as customer retention or satisfaction indices. Service advisors also learn instruments for processing warranty and recall claims, in addition to writing service plans for brand new vehicles. Students ultimately regain the confidence to excel in their positions and maintain a positive experience with customers.

Instruction for this course is conducted in-person in a classroom setting, facilitated by a live Chris Collins Certified Instructor, and remotely through Chris Collins online video-based training. This program is delivered in tandem (or conjoined) with our *Service Manager 104* training to maximize the impact on all levels of the dealership. Each attendee receives a service advisor workbook and resource guide with examples, diagrams, time-saving templates and worksheets.

Chris Collins' Service Advisor 101, 102 and 103 are required prerequisites to this program, as the concepts and tools herein build on those taught in the previous courses.

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

Course Outline

Each module includes approx. 8 hours of in-person classroom training and 3 hours of online facilitated training.

Module 1 – Today’s Industry and “The Five Pillars”

This module adapts the concept of The Five Pillars of Business to the automotive service department. It employs a lessons-learned approach from the COVID-19 pandemic: in today’s post-pandemic economy, advisors will be introduced to breakthrough theories adapted to new types of market behavior. The module uses real-world case studies and corporate examples in automotive industry which are not found in any other training program. Topics include:

- The Pandemic and the Industry: Lessons Learned
- Adapting to Changes in the Industry: Where do we go from here?
- Preparing for the Future of the Industry
- The Automotive Service Department: Tribal Knowledge vs. Urban Myths *[for advisors]*
- The currency of attention
- The perception business

Module 2 – Service Writing Revamped

This module is devoted to a readjustment of the service writing process in light of the supplier limitations and regulatory restrictions in place post-COVID. It addresses the semiconductor shortage and teaches advisors how to work around limited parts availability while maintaining a positive reputation with customers and keeping vehicles well-serviced.

- The Advisor as an Educator
- The right way to convey information: Fact vs. Myth
- Working *with* the customer, *for* the customer
- Cataloguing and dispatching
- Repair order writeup: what’s changed and how to move forward

Module 3 – Service Plans for New Vehicles

Service plans for new vehicles have changed. Plagued by supplier shortages and limitations, manufacturers are forced to adapt and adjust their service plans for most vehicles sold. In this module, service advisors learn the insights behind these changes and how to amend service plans accordingly without sacrificing sales.

- Breaking down the changes: why is this happening?
- Customer retention strategies
- The key factors that affect customer retention
- Systematization: developing a well-defined process
- Process: Systems first, skills second?
- Adapting the anatomy of the 5-Star Experience to New Vehicle Service Plans

Module 4 – Warranties and Recall Campaigns

This module provides an in-depth analysis of warranty administration and recall campaigns for vehicles sold either before or during the pandemic. Warranties offered pre-shortages and pre-COVID no longer reflect the today’s reality in automotive. Service advisors examine the differences and learn key instruments for processing warranty and recall claims amidst semiconductor shortages and other market limitations.

- Warranty auditing and administration
- Used Car Warranties
- Warranty Extensions and Aftermarket Warranties
- Claims and disputes: escalation and de-escalation strategies
- Warranty auditing for service advisors
- Recall Campaigns

Assessment

Participants will be provided with exams to test their level of knowledge upon completing each Chris Collins Academy course, and will receive a Certificate of Completion based on passing grade of 85%.

Timing and Fees

Total Duration: 6 months.

Course Hours: 4 in-person training sessions (8 hours each, approx. 1 per Module) = 32 hours

6 remote online training sessions (2 hours each, monthly) = 12 hours

Total Hours: 44 Hours

Delivery Method: Training is delivered through a combination of in-person (classroom-based) training sessions scheduled throughout a six-month period, and online (Skype- or Zoom-based) training sessions held monthly. All sessions are facilitated live by Chris Collins' certified instructors.

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