



Chris Collins' Service Manager 102 Training Program

website: ChrisCollinsTraining.ca/Service-Training-Programs

Overview

This *Service Manager 102* training course is the second installment in our advanced automotive Manager Academy series. Like its prerequisite 101-level program, this advanced and comprehensive training is intended for current and future managers of automotive Service and Parts departments.

The 102-level program focuses on two crucial topics: first, Service Managers learn how to recruit the best employees and build a productive and engaged team of advisors and technicians. This includes devising performance-based compensation structures and other strategies that impact staff productivity. This training introduces gamification strategies, which are proven to be highly effective – yet often neglected – in the automotive sector as drivers of employee morale and performance. The second part of the course explores the power of marketing events for the service department, covering all aspects of organization and hosting. A case study of the *Car Doctor Clinic* is introduced to demonstrate the process.

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 Advisor 102* training to maximize the impact on all levels of the dealership. Each attendee receives a service manager workbook and resource guide with examples, diagrams, time-saving templates and worksheets.

Chris Collins' Service Manager 101 is a required prerequisite to this program, as the concepts and tools herein build on those taught in the introductory course.

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

Course Outline

Each module includes approx. 4 hours of in-person classroom training and 2 hours online facilitated training.

Module 1 – Service Advisor Pay Structure

Managers will learn how to create a performance based pay plan for their commissioned service advisors by following our proven formula. They will learn how to create minimum sales requirements. Done to create a consistent standard of performance across the department.

Topics include:

- Compensation structures for highly effective employees
- Service Advisor Pay Plan 1,
- Service Advisor Pay Plan 2
- Review of Minimum Requirements.

Module 2 – Best in Show Recruiting

Managers in this course will be given tools to implement an effective recruiting strategy for every position in their department complete with learning how to write effective ads to recruit top talent, how to conduct and interview and a strategy to create an applicant pool to fill positions in a growing fast paced environment. Employment ads and Interview Guides are included in this course for service advisors, technicians and all support personnel. Topics include:

- Building teams overview
- Three key steps to upgrading your team
- Leveraging support staff
- Your Secret Weapon: Group Interviews
- The Support In-Person Interview
- ‘Top Dog’ Advisors – the ad and interview
- Service Advisors – the in-person interview
- Technicians – the ad, phone and in-person interview

Module 3 – Car Doctor Clinic

Managers will learn how to organize, host, and supervise marketing events in order to drive traffic into the service department, with special (new) emphasis on online traffic and “safe service appointments” in light of customer and staff Health and Safety protocols. This module breaks down the organization process from start to finish via an analysis of the *Car Doctor Clinic* event. The case study is divided into two parts: the first is dedicated to conventional (walk-in traffic) and the second focuses on new digital appointment-based traffic.

Topics include:

- Clinic Process Overview
- Service Manager Overview
- Business Development Center (BDC) appointment-setting,
- Sponsorships and sponsored merchandise (gift bags, etc.).
- Communication channels
- Event Logistics
- Event Timelines, milestones and measurables
- Department alignment – service advisors, parts and technicians

Module 4 – Gamification

Gamification is using game thinking or strategy in non-game, real world setting to problem-solve or increase user contributions. It is used to drive sales, improve employee job satisfaction and increase employee morale by creating a fun working environment utilizing games and game theory. Managers will learn the theory behind Gamification and will learn how to implement it in their departments in this Module. This includes:

- Employee morale and its importance (introduction)
- Types of games: Football, For Get It, Hangman, Jenga, Poker, Rat Race, Root Beer, Sales Olympics, Tic Tac Pong, Uno, Baseball and Card Ninja, among others.
- Implementation – the dangers of the cookie-cutter approach
- Facilitation and engagement strategy

Goals (Outcomes) of the Training

In addition to the above, automotive Service Managers that become certified in this course will be able to:

- Recruit a productive and engaged team of advisors and technicians to drive departmental growth
- Devise customized compensation structures for employees based on key characteristics that together uphold a standard of performance across the department.
- Use gamification strategies when necessary to boost staff morale and drive results, carefully discerning the correct scope and approach to any given problem.
- Organize, host and supervise marketing campaigns for walk-in and non-walk-in customer traffic.
- Be able to analyze various departmental KPIs (e.g. employee satisfaction and retention scores, effective labor rate, CSI scores and related indices).
- Become more productive and better engaged with their staff, resulting in greater efficiency and better equipped for both resource- and people-management in an automotive dealership setting.

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 70%.

Timing and Fees

Total Duration: 6 months.

Course Hours: 4 in-person training sessions (8 hours each, approx. 4 per Module) = 32 hours
Approx. 2 hours Online training per Module = 8 hours

Total Hours: 40 Hours

Delivery Method: Training is delivered through a combination of in-person training sessions, scheduled throughout a 6-month period and delivered at client's location, and remote (online) training sessions to reinforce understanding of the material.

Course Capacity: Maximum of 20 participants.

Cost: \$8,000.00 CAD per participant.