



# Chris Collins' Service Manager 104 Training Program

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

## Overview

This *Service Manager 104* training course is the fourth installment in our advanced automotive Manager Academy series. Like its prerequisite 101, 102 and 103-level programs, this advanced training is intended for current and future managers of automotive Service and Parts departments.

The 104-level program explores the nuances of managing the automotive service department in a post-COVID-19 economy. It helps service managers adapt to changes in the industry and new market dynamics, including shifts in the consumer behavior and buying patterns in automotive. The course teaches managers how to navigate the labor market and eliminate high levels of staff turnover. It explores the role of the technician, including the most effective ways to recruit and hire the best techs. Finally, this program takes a deeper dive into profitability indicators like ELR, direct cost, net margins and more.

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 104* 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, 102 and 103* are mandatory 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 2 hours online facilitated training.*

## **Module 1 – Technicians: A Guide**

This module explores the nuances in hiring top-tier automotive technicians. Managers will learn what's working and not working in the industry, along with the right approach in terms of mindset and nuts-and-bolts strategy. They'll also gain insight on advertisement strategies to attract the best employees. Topics include:

- What defines a good technician: the ideal employee
- Understanding variations in the labor market
- The Rule of Five: strategies critical to hiring techs
- Ad Architecture: how to create a posting that attracts the best (including examples)
- The Four Tens work schedule: introduction, morale, recruiting, and retention

## **Module 2 – Creating E-Ticket Employees**

This module focuses on eliminating high levels of staff turnover and developing a cutting-edge team in today's altered labor market. Managers learn how to create a passionate, loyal, and productive workforce. Topics include:

- The reality of today's labor market: an overview
- The 'chain of success' concept and how to activate it
- The moral compass at work
- Mentor mentality: Elevating, educating, energizing, and entertaining your employees
- Customer service vs. employee empowerment
- Tasks vs. activities
- Simplifying the process

## **Module 3 – “The Five Pillars” of Service Departments**

This module adapts the concept of The Five Pillars of Business to the automotive service department. It uses real-world case studies and corporate examples in automotive industry which are not found in any other training program. In a post-pandemic economy, managers will be introduced to breakthrough theories adapted to new types of market behavior. The module employs a lessons-learned approach from the COVID-19 pandemic that can alter the destiny of your service departments. 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
- The advisory board: why it is important
- How and when to create an advisory board for growth
- Interviews and what people are hyper passionate about
- The currency of attention
- The perception business

## **Module 4 – A New Approach to Financials**

Managers know how to solve the customer's problem. Understanding how profitability works and what's important and not important will improve a Manager's ability to drive departmental growth. Topics include:

- The Effective Labor Rate (ELR): A deep dive for service managers
- Effective laboring for all pay types
- Gross profit percentage
- Direct cost of sale
- Expenses as a percentage of gross
- Net gross percentage (contribution)

## 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
- Understand the characteristics of a perfect automotive technician and advertise, recruit and hire an ideal technician for their department.
- Use the concept of ELR to monitor and strengthen the profitability of the department.
- Understand the impact of the COVID-19 pandemic on the automotive industry and employ strategies for adapting to current (and future) market needs.
- 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 80%.

## 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.