



Chris Collins' High-Performance Service Advisor Academy Training 105

website: chriscollinstraining.ca/service-training-programs/

Overview

In the fifth part of our proprietary Service Advisor Academy series, leadership, motivation, and customer service practices are front and center. Students will become masters in relationship-building and the step-by-step service system they learned and began to apply in 101, 102, 103, and 104.

In Service Advisor Academy 105, Advisors will get comprehensive strategies to build stronger teams, improve customer satisfaction, and increase profitability. Case studies and scenarios will guide Advisors. We'll explore leadership avenues and new systems of employee motivation, goal achievement, customer retention, and more. This "human-centric" lens is often neglected in automotive management practices, yet is crucial for dealership function and therefore becomes a primary element in this program.

This 105 course will strengthen the Advisor's and department's 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, 102, 103, and 104 are mandatory prerequisites for this mastery course as the concepts and tools herein build on those taught in the previous courses.

Your personal Chris Collins Training instructor will schedule 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 - 4 for full Curriculum Outline, Pricing, and other details.

Course Outline

Each module includes approx. 8 hours of in-person training and approx. 2 hours of online facilitated training.

Module 1 – Becoming an Irreplaceable Employee

Service Advisors will learn how to create a passionate, loyal, and productive workforce. Learn how to build a top-tier, cutting-edge team for your business. This course focuses highly on employee retention and ways to engage employees in their role as to build tenure and experience, and reduce attrition.

Topics include:

- Embracing your vision and recognizing your highest purpose
- Activating your chain of success
- Maintaining a “moral compass” regarding work
- Elevating, educating, energizing and engaging your customers
- Customer service vs. employee empowerment
- Tasks vs. activities
- How to make the process simple

Module 2– Advanced Phone Skills and Interpersonal Communication

Advisors have the ability to make customers feel great during phone conversations. In this module, learn proven customer service hacks that will help you connect with customers over the phone. Master the use of power-words and display confidence to help serve customers better.

Topics include:

- Mind-mapping
- Asking great questions
- Providing meaningful solutions
- De-escalation techniques
- Transforming weak words into power words

Module 3 – Cultivating 5-Star Customer Reviews

Learn insights for the Service Department to create the 5-Star Service Experience through setting clear expectations and clear follow-through. In today’s world, social media and online reviews are the key to growing traffic and retaining customers. Learn how to maximize the opportunity for your customers to give you and your service department amazing reviews.

Topics include:

- Setting the stage for getting reviews
- Anatomy of the 5-Star Experience
- Connecting, expectations and informing
- Customer experience, timeline, touchpoints
- Seven steps to the 5-Star Experience
- The key to the 5-Star Review

Module 4 – Your Impact to the Future of the Service Department

Service Advisors will learn how Service Department profitability really works and how to prepare for the future of the industry. This module will break down how one hour of labor looks in terms of profitability.

Topics include:

- Forgetting Tribal knowledge and urban myths

- Deep dive into effective labor rates
- Keeping your expenses in line to gain profitability
- Appropriately increasing sales in an honest way
- The key behaviors that increase customer retention
- Process - focusing on systems first, skills second, people third

Goals (Outcomes) of the Training

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).
- Higher satisfaction at work.

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 a 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