Chris Collins' Service Advisor 101-V
Virtual Training Program

website: ChrisCollinsTraining.ca/Service-Training-Programs

Overview

This virtual course is the online equivalent of our renowned Service Advisor 101 Training Program. It has been adapted to meet the demands of busy dealerships by offering an online delivery method while retaining the similar levels of engagement and accountability. This online program shares its modules and learning outcomes with our standard program and is suitable for more advanced dealerships that are able to train remotely without requiring traditional "offline" classroom instruction.

Our Service Advisor 101-V (Virtual) Training course is designed specifically for automotive service and parts advisors, as well as for employees advancing into this role. It breaks down the daily responsibilities of an Advisor and introduces new tools and concepts for time management, vehicle inspections, work ethic and mentality and, most importantly, customer engagement. Systems and techniques trained in this course are aimed at increasing productivity and upskilling the Advisor, laying the foundation for professional growth.

This course begins with an analysis of the service advisor-to-customer interaction, through all stages from initiation to vehicle delivery, and introduces concepts and techniques for each stage, providing a more structured approach to learning. The training uncovers the "why" behind customer retention, conversions, the importance of building trust in relationship-based systems. Participants learn to measure and identify gaps or pitfalls in their performance and explore techniques for improving operational efficiency.

Instruction for this course is conducted online via zoom-based training sessions facilitated live by our Certified instructors. This program is delivered in tandem with our *Service Manager 101-V* training to maximize the impact on all levels of the dealership. Participants receive a virtual workbook and resource guide with examples, diagrams, time-saving templates and worksheets. Trainees also receive access to an online personal dashboard for tracking course progress and associated learning outcomes.

See Pages 2-4 for Curriculum Outline, Pricing and other details.

Course Outline

Each module includes approx. five hours of instructional time, not including self-study and assignment hours.

Module 1 – Introduction and "Mission Possible"
This module introduces the fundamentals of the Service Advisor role and explores the link between advisor performance and dealership profitability as an interconnected system. Service advisors will learn to measure value and importance of a loyal customer base. Topics include:

- Hours Per Repair Order,
- Effective Labor Rate,
- Maintenance,
- Repairs,
- Competitive Labor.

Module 2 – Mind Prep
Service advisors will learn the keys to a mindset for approaching their roles and successfully connecting with customers. This module explores the differences between mentality and attitude in a general professional sense, before narrowing on the Service Advisor role. Topics include:

- Introduction to Mind Prep
- Mentality and Attitude: A comparison
- Dressing to Impress
- Keys to Success in Building a Loyal Customer Following.

Module 3 – Circle of Trust
Service advisors will learn the importance of trust and steps for interacting with automotive customers – here we break down the stages of customer interaction from initiation to delivery and examine the makeup of each. Topics include:

- Building instant connections
- Checking history and advising
- Inspection sheet report cards
- Two-hour connection methodology
- How to be committed to excellence
- Sales calls and scripts
- 'Decline lines'
- Quality control
- Dos, don'ts and best practices

Module 4 – 'Pet the Dog'
This module is designed to orient students with the basics of the "Pet the Dog" platform, designed to instantly connect with a customer to establish trust and build rapport. This system is covered in-depth in our *Academy 102* program. Topics include:

- Introduction and basic concepts ("P" for Presentation, "E" for Engage, "T" for Trust).
- Pattern Interruptions – what they are and how to manage them effectively.

Module 5 – Vehicle Maintenance
Service advisors will learn how to educate their customers on how to properly maintain their cars by learning how to present and sell maintenance items recommend during the inspection process. Topics include:

- Brake Fluid Replacement,
- Power Steering Fluid Service,
- Fuel System Cleaning,
- Coolant Service and
- Selling Alignments.

Module 6 – Tension and Stress
An advanced module designed to teach service advisor how to work with difficult situations and/or customers. It highlights techniques for diffusing stressful situations professionally, including common issues that arise from large unexpected repairs. Topics include:

- Dealing with pressure and tension
- Analyzing the root of the problem
- Understanding customer concerns: four case studies to explore the most common issues in automotive service departments

Module 7 – Five Keys to Tires
Data shows that tires are often overlooked as a major component of vehicle service orders. This module focuses on tires and trains on measuring tire tread, conducting a needs analysis and presenting a good, better and best option for new tire purchases. Additional topics include:

- Interacting with the customer (taking control, walk-around, show and tell)
- Needs analysis
- How to present tire options

Module 8 – Time Management
Proper time management is essential to creating a world-class customer experience. This module will train Service advisors on how to stay in front of the communication cycle; it will teach them the best planning techniques for follow-ups and future repairs. They will learn how to track progress to achieve their monthly KPI goals. Additional topics include:

- Fundamentals of goal setting
- Keeping and using a logbook
- The *piggy bank*

Assessment

Participants 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 70%.

Timing and Fees

Total Duration:

6 months.

Course Structure and Hours:

Training sessions are held three times per month over a six-month period, and are scheduled in advance. Each session is 2-3 hours (depending on module size) for a total of 42 instructional hours. Due to the variance in training module size, multiple sessions may be required to complete a module.

Delivery Method:

Training is delivered via online zoom-based classes facilitated live by a Chris Collins Certified instructor. Course progress and learning outcomes are tracked via an online personal dashboard assigned to each trainee.

Course Capacity:

Maximum of 20 participants.

Cost:

$4,000 per participant.