



Chris Collins' Service Manager 101-V Virtual Training Program

website: ChrisCollinsTraining.ca/Service-Training-Programs

Overview

This virtual course is the online equivalent of our renowned Service Manager 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.

This advanced and comprehensive training program is intended for current Managers of automotive Service and Parts departments, and for employees advancing into this role. Participants in this course will learn innovative tools and systems for service department operations, designed to improve their skills in resource and people management.

Service Managers are introduced to key concepts and practices developed for automotive dealerships that are used to analyze, quantify and improve employee accountability and engagement. Managers explore new ways of supervising and motivating employees, creating a system of mutual accountability and customer orientation. They are trained on effective industry techniques for staff engagement, gamification, building flow, analyzing financials and staff KPIs, and more.

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 Advisor 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 and 3 for Curriculum Outline, Pricing and other details.



Course Outline

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

Module 1 – Fixed Ops Mental Overhaul

Service Managers learn to set clear personal and department goals in this introductory module. Success is attracted to clarity, and this module is designed to have managers in the right frame of mind needed to transform their departments. Topics include:

- Adopting the right mindset
- An Exercise on Clarity,
- Goals 1: How to Be a Heat Seeking Missile,
- Goals 2: How Do You Know if You've Won or Lost.

Module 2 – Fixed Ops Financial Training

Service managers will learn how to analyze and “read” a financial statement and identify margins and profit. They will learn a complex pricing strategy to increase profitability while remaining competitive in their market. Topics include:

- Foundation of Industry – Fixed Absorption
- How to Make Your Service Department Profitable - Effective Labor Rate,
- Pricing Strategy 1 & 2,
- Maintenance Labor 1 & 2,
- Repair and Competitive Labor.

Module 3 – Service Drive Judo

Managing the flow of traffic coming into a service drive is a challenge, and bottlenecks must be eliminated to create the most efficient workflow. This module is designed to eliminate constraints and inefficiencies, improving the customer experience and increasing productivity of the department as a cohesive unit. Topics include:

- The theory of constraints
- Service Drive Judo Architecture
- Lateral Support,
- Managing a ‘Quick Lube’,
- Technician and Team Pay Plans.

Module 4 – Gasoline on Fire

Managers will learn how to analyze and quantify levels of employee accountability using various industry tools for motivation and holding advisors accountable. This will be done by introducing the concept of game theory, which will later be explored in our 102 and 103 courses. This



module also covers improvements on each repair order by minimizing missed opportunities. Topics include:

- Introduction to game theory
- Shift Meetings,
- Spiff Tracking,
- Inspections,
- Creating Maintenance Intervals,
- Accountability: Service Advisors,
- Accountability: Technicians,
- Missed Opportunities.

Training Outcomes

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

- Gain an advanced understanding of how to achieve service profitability and fixed absorption.
- Use innovative tools to create a culture of training, constant improvement, and engagement amongst their employees.
- 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 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:

\$6,000.00 CAD per participant.