



Chris Collins' High-Performance Service Advisor Academy Training 106

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

Overview

In the sixth 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, 104, and 105.

In Service Advisor Academy 106, Advisors will receive advanced training on change agility, decision making skills while identifying their path to success, and understanding how their customer service impacts the customer experience. Adaptability through evaluation will allow the advisor to recognize mistakes, identify the solution, and make the necessary changes that will increase revenue within the service department.

This 106 advanced course will focus on developing the advisor's evaluation skills, ability to identify problems, and create solutions.

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, 104, and 105 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 – Change Agility

Service Advisors will be able to identify the problem in their current strategy and make a change when they do not have all the tools needed. In this module, you will learn how to identify change, make a change, and understand the result of the change.

Topics include:

- What is change?
- How to define change
- What happens to people during the change process?
- Tips to guide you through change

Module 2– Decision Making Skills and Identifying Paths to Future Success

Advisors will be able to evaluate life decisions, make changes, and apply to their career. In this module, you will learn how to live and work while making decisions that help set up the success for yourself, your team-members, and your customers. We unpack fear of rejection that sometimes causes staff members not to live life to the fullest or help their customers maximize outcomes. If the WHY is strong enough, the HOW becomes easy.

Topics include:

- Adaptability through evaluation
- Networking with customers and peers
- Enduring through the good and bad times
- Risk-taking at it's best
- 7 Things you can do to live an amazing life that impacts others around you

Module 3 – Impacting the Customer Review Pt. 1 (Lessons 1-5)

Learn how to help customers with different personalities, different goals, and different needs. Interactions with customers often determine if customers return and if they refer your business to others. In business and life, perception is reality.

Topics include:

- Identifying common customer service mistakes
- How reviews affect your job performance
- Identifying the “real” problem and the “real impacts”
- 3 main things for customer service

Module 4 – Impacting the Customer Review Pt. 2 (Lessons 6-9)

Learn how to help customers with different personalities, different goals, and different needs. In order to identify customer needs and offer solutions, we need to be better listeners than talkers. This included taking the time to truly understand what the issues are and how to best help each customer in their own individual case.

Topics include:

- Listen with intent
- How to ask good questions
- Being authentic is the only way to be
- Engage with body language that tells others you care
- Use energy that impacts your customer in a positive way

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