



Chris Collins' High-Performance Service Manager Academy Training 106

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

Overview

This Service Manager 106 course is the sixth installment in our advanced automotive Manager Academy series. Like its prerequisite programs (101, 102, 103, 104, and 105), this advance training is intended for current and future Managers of automotive Service and Parts departments. In addition, we are looking to encourage and inspire leadership in the Service Department to stay and promote within the store.

This advanced course focuses on identifying potential within your existing teams. Participants will dive deep into recruiting the right people, leading and managing top producing teams, and use accountability to build teams of high performers.

Upon successful completion of this course, Department Managers will understand the importance of time management, have the ability to build and maintain relationships at all organizational levels within the company. They will advance in hiring, managing and promoting within the company.

Instruction for this course is conducted in person in a real-world setting, facilitated by a live Chris Collins Certified Instructor, and remotely through Chris Collins *On-Demand* video-based training. This program may be delivered in tandem with our Service Advisor 106 training to maximize the impact on all levels of the dealership.

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

Chris Collins' Service Manager Academy 101, 102, 103, 104, and 105 are mandatory prerequisites of this program, as the concepts and tools herein build on those taught in the previous courses.

Course Outline

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

Module 1 – People On A Mission

Managers will learn tips on how to create a mission and follow through to the end. Explore ways to become a manager on a mission determined to use your compelling personal and work experiences for the benefit of others.

Topics include:

- Time management
- How to recruit the right people
- The difference between a BOSS and a LEADER
- Creating an environment that employees want to work in

Module 2 – Leading and Maintaining Top Products Teams

Managers will develop their leadership skills by building and maintaining relationships at all levels with internal colleagues and with prospective new hires. It's always the right time to be a high performing leader and build teams that excel in a rapidly changing environment.

Topics include:

- Identifying the “Players” on your team
- Understanding the Playbook
- Tell, Show, Do, Review
- Start, Stop, Continue
- Creating The Game Plan

Module 3 –Using Accountability to Build a Team of High-Performers

Managers will learn how to clarify publicly exactly what the team needs to achieve, know who needs to deliver what, and to know how everyone must behave in order to succeed. Listen to John DeCampo as he specializes in building strong teams and unbreakable cultures. He knows how to fire-up employees and fire employees. Both of which are incredibly important for us as leaders. He's here today to walk the group through Accountability, Change, and Dealing with Non-Performers.

Topics include:

- Accountability
- Reason for Non-Performance
- Conversations with Non-Performers
- Why people change, and why they don't
- Managing Change
- MBWA- Manage By Walking Around

Module 4 – Technicians: Advanced Guide to Hiring, Managing, and Promoting Within

Managers will learn how to what is working and is not working when it comes to hiring tech for your location. By the end of this training you will have the tools to hire the right people. You will be provided with templates, sample ads, and keywords to help you on your journey.

Topics include:

- Understanding and Changing Your Mindset
- Follow the Strategy, Consistently
- The Ads - Good, Bad, Ugly
- The Four Ten Schedule and the Impacts it Makes to the Department

Goals (Outcomes) of the Training

Service Managers that become certified in this course will experience the following:

- Higher levels of employee retention, engagement, accountability and goal-setting.
- Stronger and more enhanced levels of team values.
- An advanced understanding of financials and how to achieve service profitability.
- A stronger culture of training and constant improvement.

The Dealership Service Department will have:

- Increased levels of personnel engagement within relevant departments.
- Increase in Labor and Parts sales per vehicle (Hours Per Repair Order).
- Improved employee satisfaction and lower turnover.
- Increased Effective Labor Rate.

Evaluation

Students will be provided with exams to test their level of knowledge upon completing each Chris Collins On Demand course and will receive a certificate of completion based on a passing grade of 80%.

Timing and Fees

Total Duration: 6 months.

Course Hours: 4 in-person training sessions (8 hours each, one session 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 sessions, scheduled throughout a six-month period at client's location, and remote *On Demand* training sessions.

Course Capacity: Maximum of 20 participants.

Cost: \$8,000.00 CAD per participant.