



Chris Collins' Service Advisor 101 Training Program

website: ChrisCollinsTraining.ca/Service-Training-Programs

Overview

Our Service Advisor 101 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 in-person in a classroom setting, facilitated by our Certified Instructors, and remotely through Chris Collins online video-based training. This program is delivered in tandem with our *Service Manager 101* training course to maximize the impact on all levels of the dealership. Participants receive a workbook and resource guide with examples, diagrams, time-saving templates and worksheets.

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

Course Outline

Each module includes approx. 4 hours of in-person classroom training (2 hours for Option A, see below) and 1 hour online facilitated training.

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:

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 via in-person classroom training and online video based training sessions. Each module includes approx. four hours of in-person classroom training (two hours for Option A) and one hour online facilitated training.

Course Capacity:

Maximum of 20 participants.

Cost:

OPTION A

2-4 trainees= \$5,000 CAD per person
5-7 trainees= \$4,500 CAD per person
8-11 trainees=\$4,000 CAD per person
12+ trainees= \$3,500 CAD per person

OPTION B

2-4 trainees= \$7,000 CAD per person
5-7 trainees= \$6,500 CAD per person
8-11 trainees=\$6,000 CAD per person
12+ trainees= \$5,500 CAD per person