



# Chris Collins' Service Manager 101 Training Program

*website: [ChrisCollinsTraining.ca/Service-Training-Programs](http://ChrisCollinsTraining.ca/Service-Training-Programs)*

## Overview

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 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 Advisor 101* training course to maximize the impact on all levels of the dealership. Each attendee receives a service manager workbook and resource guide with examples, diagrams, time-saving templates and worksheets.

See Pages 2 and 3 for Curriculum Outline, Pricing and other details.

## Course Outline

*Each module includes approx. 4 hours of in-person classroom training and 2 hours online facilitated training.*

### **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 decreasing missed opportunities. Topics include:

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

## **Goals (Outcomes) of the Training**

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 Hours:** 4 in-person training sessions (8 hours each, approx. 4 per Module) = 32 hours  
Approx. 2 hours Online training per Module = 8 hours

**Total Hours:** 40 Hours

**Delivery Method:** Training is delivered via a combination of in-person training sessions, scheduled throughout a 6-month period and delivered at client's location, and remote (online) training sessions to reinforce understanding of the material.

**Course Capacity:** Maximum of 20 participants.

**Cost:** \$9,000.00 CAD per participant.