



Chris Collins' High-Performance Service Manager Academy Training 103

website: chriscollinstraining.ca/services

Overview

This Service Manager 103 course is the third installment in our advanced automotive Manager Academy series. Like its prerequisite programs (101 and 102), this comprehensive training is intended for current and future managers of automotive Service and Parts departments.

This 103-level course focuses on strengthening existing teams. It explores new systems of employee motivation, accountability, retention, supervisory tactics and feedback analysis, and more. This so-called "human-centric" lens is often neglected in automotive management practices, yet is crucial for dealership function and therefore becomes a primary element in this course.

Service and Parts Department Managers will gain insider strategies and high-level critique on their application of systems for supervising and mentoring employees, including implementation of mutual accountability and goal-setting techniques, as well as customer orientation and employee retention/turnover methods. Managers will master 'Top Dog' skills in staff engagement and accountability (gamification), building flow, meetings, top-down sales, hiring and firing, and more. They will be able to exercise key concepts and practices they've developed for bettering their automotive dealerships. Each attendee will receive a service manager workbook and resource guide with step-by-step instruction, diagrams, time-saving documents and worksheets.

Instruction for this course is conducted in person in a classroom 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 103 training to maximize the impact on all levels of the dealership.

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

Chris Collins' Service Manager Academy 101 & 102 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 2 hours of online facilitated training.

Module 1 – Finding the Game

Gamification is a proven tool for change in business, and Management Masters can find the game in *any* situation—especially in processes that aren't yet functioning at the highest level. Service/Parts Managers will learn to pick out the "Game Piece" and fix performance in any sub-par aspect they come across. Topics include:

- Review of Service/Parts Advisor Pay Plans 1 and 2
- Fired-Up Service/Parts Advisor Pay Plan (next-level modifications)
- Finding the "Game Piece": service calls and scripts, sales performance, technician productivity and attitude, and more
- Case Studies

Module 2 – Molding the Best, Losing the Worst

Managers in this course will be challenged to examine the performance of every position in their department. They will be taken through a system of hard-looking checks to first allow for employees to excel to their max, and then, understand key indicators for when to take corrective action from a human-resource perspective, including the formula behind 'reduce and replace'. Critical performance questions are examined for team staff, including specific approaches for service advisors, technicians, and all support personnel. Topics include:

- You're Only as Good as the Your Lowest Performer: The theory explained
- Addressing Key Performance Issues for Exiting Staff
- Helping employees 'Gamify', Crunching Their Numbers
- Using Your Best to Improve Your Worst: cohesive and collaborative function of highly effective teams
- How to Leverage Your Network
- Sourcing Your Competition

Module 3 – Mastery and Neurolinguistics

In this module, we introduce key neuro-linguistics that are game-changers when it comes to how employees and customers think and act. Both sides of the interaction are examined, including case studies that help to grasp key ideas. Managers will also learn insider secrets from 'Top Dogs' in various Management positions across our network, including elusive MLM and Door-to-Door expertise. Topics include:

- Workplace Wonder: Priming the environment and events
- Case Study 1
- Verbal interactions and meaningful conversation: Pep-talk Pitfalls and Magic Words
- Case Study 2
- Sales Sincerity
- Case Study 3
- Four Types of "Difficult"
- Tactics for pattern interruption
- Case Studies 4, 5, 6, and 7

Module 4 – Gaming the Master

Your team is also only as good as its leader. Mastering your own mindset, morale, and work ethic are critical to driving departmental performance, from sales to service and parts. Managers will learn

proven insights from 'Top Masters' on how to make their behavior electric for employees. Topics include:

- Engagement and Accountability
- Morning Routine
- Scheduling (consistency is key)
- Busy-ness and Breaks
- Contagious Curiosity
- Gamifying Your Own Checks & Balances
- Supervision and Feedback

Goals (Outcomes) of the Training

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

- Stronger levels of employee retention, engagement, accountability and goal-setting.
- Stronger and more enhanced levels of team values.
- Increased Labor and Parts sales, which will increase their commissioned sales and income.
- An advanced understanding of how to achieve service profitability and fixed absorption.
- Managers will create a 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.
- 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 On Demand course and will receive 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: \$9,000.00 CAD per participant.