



# Chris Collins' High-Performance Service Advisor Academy Training 107

website: [chriscollinstraining.ca/service-training-programs/](http://chriscollinstraining.ca/service-training-programs/)

## Overview

In the seventh part of our proprietary Service Advisor Academy series, leadership, motivation, and customer service practices continue to be the main focus. Students will become overseers in relationship-building and the step-by-step service system they learned and began to apply in 101, 102, 103, 104, 105, and 106.

In Service Advisor Academy 107, Advisors will get expert training on goal setting, ethics, teamwork, and dominating the market. This 107 course will strengthen the Advisor's and department's growth, as well as growth of the dealership as a cohesive unit building leaders within the company.

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, 105, and 106 are mandatory prerequisites for this overseers 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 – Winning**

Service Advisors will be set-up for success and how to setup goals with customers in mind. Learn how to setup goals for customers in a short term goal and long term goal while building relationships with the customer.

Topics include:

- Goal setting for customers
- Motivation of goals
- Purpose of goal setting
- Autonomy with goals
- Becoming a master goal setter

### **Module 2– Revolutionize Your Work Ethic**

Service Advisors will evaluate their day to day work skills. They will understand how to revolutionize themselves with each customer. Learn how to provide customers the best support and be ethical at the same time.

Topics include:

- Having a constant work flow
- Setting up an achievable work day
- Providing ethical results to customers
- Providing ethical results in day to day work

### **Module 3 –Ultimate Teamwork**

Advisors will understand the difference between working alone and working as team. They will understand the value of teamwork. Advisors will be provided the tools to become a life team player in the department

Topics include:

- Individual vs Team
- Becoming a life team player
- Learn the meaning and write your way

### **Module 4 – Dominate Your Market**

Here advisors will understand the market and how to dominate the marketplace. They will understand the bottom line and learn how to improve it. Advisors will review their customer retention of where it is and how to increase customer retention at a steady and healthy pace. Receive tips and work at improving the culture in the department

Topics include:

- How to improve your bottom line
- Increase your customer retention
- Help improve the culture in the department
- Steps in dominating the market

## 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 and understand ethics, individual morals.
- Improve customer retention and customer satisfaction.
- Increase individual goals and head towards dominating the market.
- Increase working as a team and teamwork.

## 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= \$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