



Chris Collins' High-Performance Service Manager Academy Training 108

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

Overview

This Service Manager 108 course is the eighth installment in our advanced automotive Manager Academy series. Like its prerequisite programs (101, 102, 103, 104, 105, 106, and 107), this thorough 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-plus course focuses on strengthening existing teams. Managers will come to understand the department in a changing industry. Managers will take charge and increase profit, workflow, employee relations, customer relations, and hiring qualifying employees.

Department Managers will learn valuable steps into hiring valuable technicians to grow with the company. Managers will understand how to work through setbacks and dominate. Managers are shown how constantly learning is a valuable tool for them as a manager and day to day life. Each attendee will receive a Manager workbook, instructions, documents, and worksheets to to guide them through day-to-day operations.

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 107 training to maximize the impact on all levels of the dealership.

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

Chris Collins' Service Manager Academy 101, 102, 103, 104, 105, 106, and 107 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– Technician Tree Live Part 1

Managers will learn the first four steps in hiring technicians. Managers will be put into a mindset for best practice. Understanding how to post ads, complete interviews, SEO hacks, and retain valuable technicians.

Topics include:

- Mindset
- Ad Review & Interviewing
- SEO Hacks for Tech Hiring
- Retaining and Growing Your Own Techs

Module 2 – Technician Tree Live Part 2

Managers will learn the second four steps in hiring technicians. Managers will understand hiring techniques, onboarding techs, technicians pay, and a step by step guide.

Topics include:

- Guerilla Hiring Techniques
- Successful Tech OnBoarding and Getting Maximum Output
- Understanding Technician Pay
- The Roadmap

Module 3 – Dominate through Setbacks

Managers are shown how to have strong work ethics during difficult times. Making sacrifices to better build the department and day to day life. Understand putting in the time to dominate.

Topics include:

- Strong work ethic
- Putting in the time
- Sacrifice

Module 4 – Never Stop Learning

Managers are taught how to do better as working as a team. Explaining how to learn from others to grow as an individual. Taking valuable insights and understanding feedback from others.

Topics include:

- Working as a team
- Learning from others
- Valuable insights
- Understanding feedback

Goals (Outcomes) of the Training

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

- Understanding the valuable tools to hire valuable technicians for a growing industry
- Learning from setbacks and dominating positive outcomes
- Understanding the value of constantly learning from your team and others.

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 80%.

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: \$9,000.00 CAD per participant.