



# Chris Collins' High-Performance Service Advisor Academy Training 109

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

## Overview

In the ninth part of our proprietary Service Advisor Academy series, leadership, motivation, and customer service practices move to the front focus. Students will become superior experts in relationship-building and the step-by-step service system they learned and began to apply in 101, 102, 103, 104, 105, 106, 107, and 108.

In Service Advisor Academy 109, Advisors will get training on becoming a leader and controlling the conversation. This 109 course will strengthen the Advisor's professional abilities, as well as positively impact the growth of the dealership as a cohesive unit while building leaders within the company.

Advisors will take *complete responsibility* for their results, both in the work team and with their customers and prospects. Modules covered in courses 101, 102, 103, 104, 105, 106, 107, and 108 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 – Laws of Leadership Laws 1-4**

In these first four videos, we focus on point of view. Advisors will learn about Locus of Control. They will understand how to complete tasks for performance and potential, and become a leader.

Topics include:

- Law #1 - Internal Locus of Control is Your Declaration of Independence
- Law #2 - Leave Nothing Undone That Might Blemish Performance and Potential
- Law #3 - If You Can't Lead Yourself, You Can't Lead Others
- Law #4 - Vision is the Gateway from a Manager to a Leader

## **Module 2 – Laws of Leadership Laws 5-8**

Laws 5-8 Service Advisors will learn how one is limited to the degree one compromises. They will understand culture vs. chaos, understanding people, and learn reinvention drives progress.

Topics include:

- Law #5 - Your Outcome is Limited by the Degree You Compromise
- Law #6 - Culture is the Complete Opposite of Chaos
- Law #7 - Find the Right "Who" VS the Right "How"
- Law #8 - Reinvention Drives Progress

## **Module 3 – Laws of Leadership Laws 9-12**

Service Advisors in videos 9-12 will learn and understand multiple aspects to grow. Advisors will review fear of success vs fear of failure. They will understand and work on how everything is an exchange of value from work life to personal life. How to work on growing and to win.

Topics include:

- Law #9 - Fear of Success is More Lethal Than Fear of Failure
- Law #10 - Everything is an Exchange of Value
- Law #11 - Never Practice During a Live Game
- Law #12 - Better to Win Than be Right

## **Module 4 – Laws of Leadership Laws 13-17**

Service Advisors have to identify how much weight they will give. They will learn how to be successful with clarity. How to work with customers to confirm the customer understands the contract. Advisors will learn that an outcome of results is being truthful.

Topics include:

- Law #13 - Success is Attracted to Clarity
- Law #14 - Whoever Wins the Propaganda War, Wins
- Law #15 - Never Assume a Social Contract
- Law #16 - The Outcome of Your Results is the Truth Process
- Law #17 - Leadership is the Melding of Art and Science

## 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 goals for customer satisfaction.
- Improve individual goals and learn discipline.
- Improve performance and become a high performer
- Increase knowledge of team work and working together

## 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