



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

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

## Overview

This Service Manager 109 course is the ninth installment in our advanced Automotive Manager Academy series. Like its prerequisite programs, 101, 102, 103, 104, 105, 106, 107, and 108, 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 so leaders increase tenure in their positions and promote within the store.

This master-level course focuses on strengthening existing teams. Managers will come to better understand the Service 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 consistent learning is a valuable tool for them as a manager in day-to-day life. Each attendee will receive a Manager workbook, instructions, and worksheets 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 197 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, 107, 108, and 109 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– Irreplaceable Service Manager 1-4**

Managers will learn about being successful and turning around a Service Department. They will also learn about how to make the department profitable constantly.

Topics include:

- Introduction
- Mr X.
- Origin story
- Profitable business

### **Module 2 – Irreplaceable Service Manager 5-9**

Managers will learn the 8 steps of becoming irreplaceable, increasing sales, CSI, and customer retention. Managers will learn about human behavior. They will take a deeper dive into Service Drive Judo, Pet the Dog, walk-arounds, and pricing

Topics include:

- 8-steps becoming irreplaceable
- Increase sales, CSI, and custom retention
- Human behavior
- Service Drive Judo
- How to be irreplaceable, Pet the Dog, walk-arounds, and pricing

### **Module 3 – Irreplaceable Service Manager 10-13**

Managers will go into the mindset of themselves and their team. Understanding the right steps with implementation. Managers will learn healthy pricing and understand consumers. Managers will dig into shift meetings and how to maximize the performance as a team.

Topics include:

- Mindset
- Right steps with implementation
- Understanding of the psychology as a consumer and developing healthy pricing as a business person
- Shift meetings and maximize performance

### **Module 4 – Irreplaceable Service Manager 14-17**

Managers have an advanced look into pay plans for their team. Learn about marketing and setting goals while understanding time management.

Topics include:

- Pay Plans and Minimal Requirements
- Marketing
- Goals
- Time Management

## Goals (Outcomes) of the Training

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

- Understanding a profitable business
- Understanding the consumer, customer satisfaction, and customer knowledge
- Understanding the setup to a profitable business

## 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.