



# Chris Collins' High-Performance Service Manager Academy Training 110

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

## Overview

This Service Manager 110 course is the tenth installment in our advanced Automotive Manager Academy series. Like its prerequisite programs: 101, 102, 103, 104, 105, 106, 107, 108, and 109 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.

In this Service Manager Academy course, Managers will develop the tools to create memorable customer experiences, foster team connection, and lead with intention. Through practical training in daily habits, emotional intelligence, and customer-focused service, this course strengthens a Manager's ability to influence outcomes and build trust. The program not only elevates individual performance but also unifies the team in pursuit of a higher standard — positively impacting the dealership's culture, customer satisfaction, and long-term growth.

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 110 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.

## **Overview**

### **Course Outline**

*Each module includes approx. 4 hours of in-person training and approx. 1 hour of online facilitated training.*

#### **Module 1 – Building Your Team**

Focus: Becoming an intentional builder of elite, high-performance teams.

Topics include:

- Your Team is a Reflection of You
- Hire Slow, Fire Fast
- Character Over Skillset
- You Get What You Tolerate
- The “Hell Yes” Rule
- Cultural Multipliers vs. Subtractors

#### **Module 2 – The Power of a Daily Huddle**

Focus: Rituals of alignment and communication

Topics:

- Setting Daily Intention
- Team Accountability
- Repetition = Culture
- Addressing Challenges Early

#### **Module 3 – Managing Morale**

Focus: Sustaining team energy and emotional health

Topics:

- Energy Audits
- Praise vs Encouragement
- Consistency Over Intensity

#### **Module 4 – Pursuing Connection**

Focus: Authentic human connection

- Energy Audits
- Praise vs Encouragement
- Consistency Over Intensity

#### **Module 5 – Creating Magic**

Focus: Service excellence through surprise and delight

Topics include:

- Elevating the Guest Experience
- Creating Micro-Moments of “Magic”
- Anticipating Needs and Exceeding Expectations
- Crafting Stories that Guests Remember

## **Module 6 – The Guest Journey**

Focus: Understanding and engineering customer experiences

Topics:

- Emotional Touchpoints
- Mapping the Journey
- Anticipation and Consistency

## **Module 7 – TED Talk Framework**

Focus: Elevating communication with storytelling and impact

Topics:

- Structure = Power
- Emotional Resonance
- Leading With Story

## **Module 8 – Pattern Recognition**

Focus: Noticing and responding to service trends

Topics:

- Spotting Repetitive Issues in Processes
- Behavioral Cues and Guest Psychology
- Developing Instincts Through Patterns
- Using Data and Observation to Drive Performance

## **Module 9 – Elevating Recurring Moments (Bonus Module)**

Focus: Turning the mundane into memorable moments

Topics:

- Signature Service Moments
- Making the Routine Remarkable
- Culture Through Consistency

## **Goals (Outcomes) of the Training**

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

- Improved communication, emotional intelligence, and team collaboration
- Increased ability to connect with customers, leading to stronger relationships and repeat business
- Enhanced performance through clarity, structure, and intentional daily habits
- Increased confidence in delivering consistent and elevated guest experiences
- A refined understanding of how to create value in every customer's interaction

## **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, two modules per session) = 32 hours

Approx. 1 hour *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.