

Fixed Operations Professional 101

Training / Workforce Development Program

6 Months / 112 instructional hours



Overview

This advanced and comprehensive training program is intended for current employees of automotive Service and Parts departments, and for employees advancing into related roles. Participants in this course will learn fundamental, innovative tools and strategies for fixed operations data analysis, department financials, inspections, pipeline management and customer management.

Students are introduced to key concepts developed for automotive dealerships that are used to measure, analyze and optimize department performance, employee accountability and engagement. The training also explores best practices related to supervising and motivating, creating a system of mutual accountability, cross-departmental collaboration and customer orientation. They are trained on effective industry techniques for staff engagement, gamification, building flow, analyzing financials and staff KPIs, and more.

This course begins with an analysis of the advisor-customer interaction through all stages from initiation to delivery, covering the appropriate techniques for each stage. The training uncovers the “why” and “how” behind customer retention and emphasizes the importance of trust in relationship-based systems.

Participants learn to measure and identify gaps in their performance via quantifiable data (KPIs) – crucially, they will understand how their daily actions and performance affect the data. This interrelationship will be explored on a basic level, laying a solid foundation for data-based performance optimization, which is covered in-depth in our further training programs.

This training program is delivered in-person in a classroom setting, facilitated by a Certified Chris Collins Instructor, and remotely through video-based sessions. The ratio of in-class to online hours is approximately 70% to 30%. Each participant receives a training workbook and resource guide with examples, diagrams, time-saving templates and worksheets.

Training Outline

Each module contains 14 hours (two full 7-hour days) of instructional time, with minor variances depending on learning pace and scheduling.

Module 1 – Introduction to KPIs

This module introduces the fundamental metrics in Service and Parts performance and explores the link between employee performance and dealership profitability as an interconnected system. Fixed operations staff will learn to measure value and importance of a loyal customer base. Topics include:

- Hours Per Repair Order,
- Effective Labour Rate,
- Maintenance,
- Repairs,
- Competitive Labour.

Module 2 – Fixed Operations Mental Overhaul

In today's era of reciprocal tariffs and supply-chain disruptions, students will learn the importance of adopting the right mindset for approaching their roles in automotive fixed operations. This module introduces techniques for setting clear goals and facilitating high-value orders efficiently. It explores the differences between mentality and attitude in a general professional sense, before narrowing on automotive fixed operations. Topics include:

- Canada's automotive industry today: Why mindset is important
- A comparison of mentality and attitude
- Keys to Success in Building a Loyal Customer Following
- Goals 1: Approaching and Reframing Challenges
- Goals 2: Interpreting results: How to Know if You've Won or Lost
- An Exercise on Clarity

Module 3 – Fixed Ops Financial Training

In this fundamental module, fixed operations staff will learn to analyze and "read" basic financial statements, identifying margins and profit. They will learn key metrics for quantifying fixed ops performance, as well as basic pricing strategies for increasing profitability while remaining competitive in their market amongst tariffs and dropping demand. Topics include:

- Foundation of Industry – Fixed Absorption
- How to Make Your Service Department Profitable - Effective Labour Rate,
- Industry standards: Pricing Strategy 1 & 2,

- Industry standards: Maintenance Labour 1 & 2,
- Repair and Competitive Labour.

Module 4 – Service Drive Judo

Managing the flow of traffic coming into a service drive is a challenge, and bottlenecks must be eliminated to create the most efficient workflow. This module is designed to eliminate constraints and inefficiencies, improving the customer experience and increasing productivity of the department as a cohesive unit. Topics include:

- The theory of constraints
- Service Drive Judo Architecture
- Lateral Support,
- Managing a 'Quick Lube',
- Technician and Team Plans.

Module 5 – Vehicle Maintenance and Keys to Tires

In this essential module, students learn how to properly educate customers on vehicle maintenance. This module explores every stage of the vehicle inspection process and the associated repair jobs, including how to present and advise on each. Data shows that tires are often overlooked as a major component of vehicle service orders. This module focuses on tires and trains students on measuring tread, conducting a needs analysis and presenting options. Topics include:

- Inspections and presentations in fixed ops
- Analysis: Brake Fluid Replacement,
- Analysis: Power Steering Fluid Service,
- Analysis: Fuel System and Cooling Systems,
- Needs analysis for tires and alignments
- How to present options

Module 6 – Tension and Stress

An advanced module designed to teach service advisor how to work with difficult situations and/or customers. It highlights techniques for diffusing stressful situations professionally, including common issues that arise from large unexpected repairs, tariff-driven price hikes and longer source times. Topics include:

- Dealing with pressure and tension
- Analyzing the root of the problem
- Understanding customer concerns: four case studies to explore the most common issues in automotive service departments

Module 7 – Time Management

Proper time management is essential for performance and a world-class customer experience. This module will train on how to stay in front of the communication cycle; it will teach them the best planning techniques for follow-ups and future repairs. They will learn how to track progress to achieve their monthly KPI goals. Additional topics include:

- Fundamentals of goal setting in fixed ops
- An analysis of the communication cycle in fixed ops
- The importance of follow-ups
- Logbooks: how to utilize (and keep using) to your advantage
- The *piggy bank*

Module 8 – Gasoline on Fire

In this module, participants will learn how to quantify and analyze levels of employee accountability using various industry tools for motivation and holding colleagues accountable. This will be done by introducing the concept of gamification, which will later be explored in our 102 and 103 courses. This module also covers improvements on each repair order by decreasing missed opportunities. Topics include:

- Introduction to gamification/game theory in automotive
- Shift Meetings,
- Spiff Tracking,
- Inspections,
- Creating Maintenance Intervals,
- Accountability: Advisors,
- Accountability: Technicians,
- Strategies for minimizing missed opportunities.

Program Information

Required prerequisite:

None (open to all current and prospective employees in fixed operations)

Credential earned:

CC Fixed Operations Professional (FOP) 101

Total Duration:

6 months.

Course Hours:

14 hours per Module (10.5h in-class, 3.5h online via zoom)*

*Minor variances expected depending on students' learning pace and scheduling.

Total Hours: 112 Hours.

Delivery Method:

Training is delivered through a combination of: in-person classroom-based training sessions, scheduled throughout a 6-month period and delivered on location, and online training sessions (delivered via Zoom) to reinforce understanding of the material.

Course Capacity:

Maximum of 20 participants.

Price:

\$7,500.00 CAD per participant.