

FIXED OPS

Service Advisors

- MEET & GREET
 - Do's and don'ts
 - Process Steps
 - Guiding the customer
 - Understand the impacts
 - Generating additional revenue

- WALKAROUNDS
 - Understand the purpose
 - How to engage customers
 - Master specific steps
 - How to gather information
 - Navigate with the customer
 - Identifying needs/opportunities

- PREPARE FOR THE SALE
 - Utilization of pre-workorders
 - Proper review of service history
 - Trend identification
 - Maintenance history
 - Repair history
 - How to properly structure findings and communicate to customers

- MENU PRESENTATION
 - Services due by time/mileage
 - Value added services
 - Maintenance packages
 - Preventative maintenance
 - Fluid services
 - How to present services to customer
 - Knowing how to define by priority

- TIME MANAGEMENT
 - How much time is too much with a customer
 - Knowing how to determine
 - When less is more
 - How to properly structure your day
 - Utilization of your most valuable resource
 - Time waste
 - Defined processes that minimize
 - Identify the biggest daily sources

- MANAGE CUSTOMER EXPECTATIONS
 - The rules of communication
 - Understanding the next steps
 - Transparency in charges
 - Setting realistic expectations
 - Best contact methods

- STATUS UPDATES
 - Defining the different types of Statuses
 - When to deliver a status update
 - How to deliver the update
 - Electronic vs. phone
 - What information to include or exclude
 - Building value

- ESTIMATE PREPARATION & PRESENTATION
 - Estimate construction
 - Proper way to prepare an estimate
 - Transparency is key
 - What to include or exclude
 - How an estimate can damage your approval chances
 - Engage through the presentation
 - The steps to a successful presentation
 - How to start
 - Visuals
 - Ease of understanding

- MPI PRESENTATION
 - Guiding the customer
 - Understanding the report
 - What the colors/results mean
 - Adding value
 - Investment vs. Cost
 - Immediate vs. future
 - How the MPI can hurt

- ACTIVE DELIVERY
 - Defined
 - True vs. Partial
 - Benefits
 - The ultimate differentiator
 - Generate an ROI
 - Value to the dealership
 - Value to the advisor
 - Value to the Customer

- CSI PERFORMANCE
 - Top box CSI
 - Processes defined
 - Create additional revenue
 - Increasing Retention
 - Sales impacts

Service Management

- LEADERSHIP
 - 5 Leadership Essentials
 - 10 Daily habits
 - 3 types of supervisors
 - Rules for coaching
 - Lost art of delegation
 - Defined leadership mission

- HIRING
 - Understanding your needs
 - Defining qualifications
 - Being open to train
 - The costs of firing vs. training
 - Employee retention
 - Career path
 - What you have to offer

- PROFITABILITY
 - Defining profitability
 - Cost Cutting
 - Negative impacts
 - Identifying need
 - The key ingredients

- PERFORMANCE STRATEGIES
 - Objectives
 - Measurement
 - Developing needs based strategies
 - Implementation
 - Accountability

- PAY PLANS
 - What determines the best pay plan
 - The rules of fair compensation
 - Determining the key components
 - Drive behaviors
 - Inspire action

- KPI MANAGEMENT
 - How to communicate expectations
 - Creating transparency in the process
 - Sharing the vision
 - Inspire performance
 - Measure and acknowledge
 - The power of consistency

- THROUGHPUT
 - Understanding the definition
 - Impacts
 - Proven processes
 - Benefits of improvement

- DELEGATION
 - Importance of delegation
 - Basics of delegation
 - 10 best practices
 - 8 – point checklist
 - The 3 Qualifiers

- ELR
 - Understanding the calculation
 - What are the drivers
 - How to impact quickly and effectively
 - Importance of high ELR

- HRS/RO
 - Determining performance levels
 - Sources of low hrs/ro
 - How to increase
 - Processes
 - Technology

- EMPLOYEE COST MANAGEMENT
 - Understanding the costs
 - Recognizing opportunities
 - Restructuring Guidelines
 - Strategies to improve

- MATRIXES
 - Benefits
 - How they empower the dealership
 - Types
 - Linear
 - Bell Curve
 - Labor vs. Parts
 - Rules of implementation

- CSI
 - Why important
 - What should be tracked
 - How to improve
 - Survey count vs. response rate

- SHOP SUPPLIES
 - The need
 - Pricing strategies
 - How to control costs
 - Delivering the message

- REPORT UTILIZATION
 - Fear of drowning
 - How much data is too much
 - What is not enough
 - Daily management
 - Forecasting
 - Strategies
 - Identifying opportunities
 - Performance improvement
 - Process improvement
 - Employee manipulations