

# Service Advisor Certification Program

## **Chapter 1: Introduction**

- Day 1: Introduction
- Day 2: Customer Point of View
- Day 3: The Lion's Den

## **Chapter 2: Reasons Why Customers Do Not Use Our Service Departments**

- Day 4: Reasons Why Customers Do Not Use our Service Departments
- Day 5: Reason #1: Too Expensive
- Day 6: Reason #2: Not Competitive
- Day 7: Reason #3: Aggressive Upsell
- Day 8: Reason #4: Not Fixed Right the First Time
- Day 9: Reason #5: Poor Diagnosis
- Day 10: Reason #6: Could Not Locate the Problem
- Day 11: Reason #7: Takes too Long for Repair
- Day 12: Reason #8: Poor Appointment System
- Day 13: Reason #9: Unable to Provide Accurate Time Estimate
- Day 14: Reason #10: Parts Not Available
- Day 15: Reason #11: Rude / Unprofessional Treatment
- Day 16: Reason #12: No True Concern for the Customer

## **Chapter 3: The Secondary Repair Facilities**

- Day 17: Doubles every 5 Years
- Day 18: Doubles with our Customers
- Day 19: Number of Secondary Repair Facilities
- Day 20: Secondary Repair Facility Revenue

## **Chapter 4: Dealership Service Center versus Secondary Repair Facility**

- Day 21: What is a Secondary Repair Facility
- Day 22: Perception of Cost
- Day 23: Perception we Sell Repairs not Needed
- Day 24: Dealership Upsell Averages versus Secondary Repair Facility Upsell Averages

## **Chapter 5: Perception of Repairs at Dealership**

- Day 25: Perception of Repairs at Dealership
- Day 26: Perception #1: Labor Prices too High
- Day 27: Perception #2: Parts Prices too High
- Day 28: Perception #3: Inconvenient Location
- Day 29: Perception #4: Inconvenient Hours
- Day 30: Perception #5: Warranty Expired

## **Chapter 6: How to Change Customer Perceptions**

- Day 31: How to Change Customer Perceptions
- Day 32: Change #1: Invest More Time understanding our Customers
- Day 33: Change #2: Make Adjustments in our Sales Process
- Day 34: Change #3: Make Adjustments in our Repair Process
- Day 35: Change #4: Study our Competition



# Service Advisor Certification Program

## **Chapter 7: Service Writer versus Service Advisor**

- Day 36: Service Writer – Reactive
- Day 37: Service Writer – Order Taker
- Day 38: Service Writer - High % of 1 Time RO's
- Day 39: Service Advisor – Proactive
- Day 40: Service Advisor – Investigative
- Day 41: Service Advisor – Walk Around

## **Chapter 8: Facts About Service Writers**

- Day 42: Diagnose Over the Phone
- Day 43: Quote Prices Over the Phone
- Day 44: Quote Prices without knowing Problem
- Day 45: No Request for Appointment
- Day 46: You want to be a Service Advisor

## **Chapter 9: Role of a Service Advisor**

- Day 47: Role of a Service Advisor
- Day 48: Role #1: Consult with Customer
- Day 49: Role #2: Schedule Service Work
- Day 50: Role #3: Communicate Additional Work Needed
- Day 51: Role #4: Up-Sell Products and Services
- Day 52: Role #5: Communicate with Technicians
- Day 53: Role #6: Administrative
- Day 54: Role #7: Customer Service

## **Chapter 10: Role of a Service Advisor**

- Day 55: What the Customer Wants in their Service Experience
- Day 56: Want #1: Repair Fixed Right the First Time
- Day 57: Want #2: To Understand the Work Being Done
- Day 58: Want #3: To Always be Kept Informed
- Day 59: Want #4: A Reasonable Price
- Day 60: Want #5: To Deal with Someone they have confidence in

## **Chapter 11: The Attribution Theory**

- Day 61: What is the Attribution Theory
- Day 62: Mechanical & Emotional Problems
- Day 63: The Definition of the Attribution Theory as a Verb
- Day 64: The Definition of the Attribution Theory as a Noun
- Day 65: The Two Types of Attribution Theories
- Day 66: Attribution Theory – Excuses
- Day 67: Attribution Theory – Perceptions
- Day 68: Attribution Theory Summary

## **Chapter 12: 8 Rules to a Great First Impression**

- Day 69: 8 Rules to a Great First Impression
- Day 70: Rule #1: Be Yourself



# Service Advisor Certification Program

## **Chapter 12: 8 Rules to a Great First Impression (Continued)**

- Day 71: Rule #2: Present Yourself Appropriately
- Day 72: Rule #3: Smile
- Day 73: Rule #4: Be Confident
- Day 74: Rule #5: Be Positive
- Day 75: Rule #6: Be Courteous
- Day 76: Rule #7: Make Eye Contact
- Day 77: Rule #8: Firm Handshake

## **Chapter 13: Inbound Phone Call Facts**

- Day 78: Paid Labor
- Day 79: Diagnose Over the Phone
- Day 80: Prices Quoted - Understanding the Problem
- Day 81: Prices Quoted - Higher than Secondary Facility
- Day 82: Appointment

## **Chapter 14: How to Get More Appointments**

- Day 83: How to Get More Appointments
- Day 84: #1: Inspiring Phone Presence
- Day 85: #2: Avoid Giving Prices
- Day 86: #3: Always Ask Lots of Questions
- Day 87: #4: Provide Multiple Options

## **Chapter 15: What Makes Customer Mad When Calling the Service Department**

- Day 88: What Makes Customer Mad When Calling the Service Department
- Day 89: #1: No One Answers
- Day 90: #2: Automated Services
- Day 91: #3: Cut Off During Transfer
- Day 92: #4: Being Put on Hold
- Day 93: #5: Secondary Conversations

## **Chapter 16: Hourly Rates**

- Day 94: Should You Quote an Hourly Rate?
- Day 95: Customers Earning Rate
- Day 96: Magnifying the Cost of the Repair
- Day 97: Customer Configured Effectively Hourly Rate

## **Chapter 17: Preparation for Customer Appointment**

- Day 98: Preparation for Customer Appointment
- Day 99: Preparation #1: Recalls
- Day 100: Preparation #2: Warranty Expiration
- Day 101: Preparation #3: Service History
- Day 102: Preparation #4: Past Recommendations



# Service Advisor Certification Program

## **Chapter 18: The 5 Repair Categories**

- Day 103: Imminent Danger
- Day 104: Hazardous Danger
- Day 105: Inevitable Malfunction
- Day 106: Potential Malfunction
- Day 107: Non-Essential Malfunction

## **Chapter 19: The Meet & Greet**

- Day 108: Meet & Greet Steps
- Day 109: Step #1: Introduce Yourself
- Day 110: Step #2: Get their Name
- Day 111: Step #3: Request Reason for Visit
- Day 112: Meet & Greet Verbiage

## **Chapter 20: The 7 Meet & Greet No-No's**

- Day 113: #1: Eating
- Day 114: #2: Drinking
- Day 115: #3: Smoking
- Day 116: #4: Chewing Gum
- Day 117: #5: Chewing Tobacco
- Day 118: #6: Profanity
- Day 119: #7: Rushing the Customer

## **Chapter 21: The Pros/Cons of a Service Lane Walk**

- Day 120: Balance of Consequences – You Decide
- Day 121: Positives of a Service Walk
- Day 122: Negatives of a Service Walk
- Day 123: Positives to NO Service Walk
- Day 124: Negatives of NO Service Walk

## **Chapter 22: The 5 Words You Should Never State**

- Day 125: Word #1: No
- Day 126: Word #2: Can't
- Day 127: Word #3: Think
- Day 128: Word #4: Honestly
- Day 129: Word #5: Try

## **Chapter 23: Creating Dialogue**

- Day 130: The benefits of Dialogue
- Day 131: The 4 Common Traits About People
- Day 132: Trait #1: They Love to Talk
- Day 133: Trait #2: They Love to Talk About Themselves
- Day 134: Trait #3: They Love to Be Acknowledged
- Day 135: Trait #4: The Love Compliments
- Day 136: Verbiage that Creates Dialogue



# Service Advisor Certification Program

## Chapter 24: The Repair Order

- Day 137: Legal Document
- Day 138: Decline of Service
- Day 139: Warranty Claim Payments
- Day 140: The 4 C's to a Good Repair Order
- Day 141: C #1: Complaint
- Day 142: C #2: Cause
- Day 143: C #3: Correction
- Day 144: C #4: Certified
- Day 145: No Charge Items on the RO
- Day 146: Customer States
- Day 147: Always get 2 Phone Numbers

## Chapter 25: Service Upsell

- Day 148: The 3 Upsell Rules
- Day 149: Time Expected for Completion
- Day 150: Waiters
- Day 151: When Do You Need it Done
- Day 152: What Causes a Customer to Not Agree to Additional Work
- Day 153: Cause #1: Disbelief
- Day 154: Cause #2: Do Not See the Need
- Day 155: Cause #3: Do Not Understand the Urgency
- Day 156: Cause #4: Cost
- Day 157: Cause #5: Time to Complete
- Day 158: Understandable Terms
- Day 159: How to Overcome Customer Fears
- Day 160: Validation for a Waiter
- Day 161: Who Best Validates Repair with Waiter
- Day 162: Why the Technician
- Day 163: Best Way to Validate Non-Waiter
- Day 164: Who Should Make the Video
- Day 165: Best Way to Deliver Video
- Day 166: The Customer Lounge