

Service Manager Certification Program

Chapter 1: Introduction

Day 1: Introduction

Chapter 2: Leadership

Day 2: 5 Aspects of Leadership

Day 3: Leadership is About Advancing Others

Day 4: Leadership is a Verb and not a Noun

Day 5: Leadership is about creating change and facilitating growth

Day 6: Leadership Deals with People and their Dynamics

Day 7: Three Types of Supervisors

Day 8: Characteristics of a Boss

Day 9: Characteristics of a Manager

Day 10: Characteristics of a Leader

Day 11: You have to earn the status of Leader

Day 12: Once you reach the level of Leader, you still have the characteristics of a Boss and Manager within you

Day 13: Qualities of a Strong Leader

Day 14: A Leader must commit themselves to continual growth and exposure of new ideas, concepts and philosophies

Day 15: When Marines go to battle, they remove their insignia rank

Day 16: How a Leader harms an organization

Day 17: Downside of a Leadership Position

Day 18: Signs of Poor Leadership

Day 19: You can always buy a person's time, but you cannot buy...

Day 20: A poor Leader states...

Day 21: A strong Leader states...

Day 22: How do you make an organization better? Invest in the people who work there.

Day 23: Organizations get better when the people get better

Day 24: The test of Leadership occurs when you are not there

Chapter 3: Accountability Management

Day 25: What is Accountability Management?

Day 26: Embracing Accountability Management

Day 27: Making Accountability Management Work for You

Chapter 4: Effective Communication Skills

Day 28: Who We Communicate With

Day 29: We All Communicate Differently

Day 30: Kill Them with Kindness and Logic

Day 31: 5 Steps to Effective Communication Skills

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Day 32: What is Training?

Day 33: Where to Get Ideas

Day 34: Training Adults vs. Training Children

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- Day 39: How do I Coach?
- Day 40: When do I Have Time to Coach?

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- Day 42: What the Customer Wants from their Service Visit
- Day 43: Perception Equals Reality
- Day 44: How Customers Base their Perception
- Day 45: The Order of How the Customer Ranks their Buying Decision
- Day 46: The 4 Common Traits About People
- Day 47: Verbiage to Make the Customer Talk
- Day 48: 4 Reasons why a Customer Would Not Visit Your Service Department
- Day 49: 13 Words & Phrases to Never State to a Customer

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- Day 50: #1: They are 65% of your Service Customers
- Day 51: #2: Females Influence 80% of all Purchases
- Day 52: #3: Over 70% of Females are Uncomfortable with the Service Process
- Day 53: #4: Most Service Write Up Areas are not Female Friendly
- Day 54: #5: Females have Higher Expectations than Men
- Day 55: #6: Females are More Emotional in their Buying Process
- Day 56: #7: Females are More Logical in the Buying Process
- Day 57: #8: Most Females Participate in Manufacturers Customer Surveys
- Day 58: #9: Females are Inquisitive and Detail Oriented
- Day 59: #10: Females are more Opinionated
- Day 60: The 7 Do's when Dealing with Female Customers

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- Day 61: Why a Customer goes to a Secondary Repair Facility
- Day 62: The Secondary Repair Business Doubles Every 5 Years

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- Day 64: Role of a Service Advisor
- Day 65: What do you have
- Day 66: Function of a Service Advisor

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- Day 68: Do you Panic Hire

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- Day 70: Common Hiring Mistakes
- Day 71: Qualities you Want in a New Hire
- Day 72: Applicant Areas of Concern
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- Day 74: Question to Ask on Reference Calls
- Day 75: Never Call the References Listed
- Day 76: Interview Questions for Technicians
- Day 77: People are Your Most Important Assets
- Day 78: Do NOT Hire Someone Else's Poor Performer
- Day 79: People Quit People who Devalue Them

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- Day 80: The 3 Things you Manage in a Service Department
- Day 81: Why People are Your Most Important Asset
- Day 82: The Definition of Team Work
- Day 83: Characteristics of an Effective Team Leader
- Day 84: Benefits of a Service Department Mission Statement

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- Day 86: Why Employees Quit
- Day 87: The Cost of Employee Turnover

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- Day 89: Understanding the Human Psychology of your Service Advisors
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- Day 91: 3 Areas to Improve Service Advisor Growth
- Day 92: Understanding Unconditional Stimulus

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- Day 96: Understanding a Pay Plan Methodology
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- Day 108: #7: Do Base a Pay Plan Heavily Weighted on CSI

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- Day 110: The 5 Essentials of Leadership
- Day 111: #1: Leadership is About Influencing Others
- Day 112: #2: Leadership is a Verb and not a Noun
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- Day 115: #5: Leadership is About Advancing Others

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- Day 117: When Must your Staff Show Empathy
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- Day 123: Why Customers think we Sell them Products they do not Need
- Day 124: The Five Senses
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- Day 127: What is Show & Tell
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- Day 132: 7 Ways to Make an Expensive Repair Look Reasonable

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- Day 133: The benefits of increasing the Repair Order Count by 2 per Day
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Chapter 21: How to Increase Repair Order Count (Continued)

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- Day 141: Never Quote a Price over the Phone
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- Day 143: Should you Pay the Tech for the Diagnostic
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- Day 152: Common Places we Currently Market our Services
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- Day 154: Who are the Millennials and GEN X
- Day 155: What Type of Marketing do Millenials and GEN X Prefer
- Day 156: FaceBook Statistics
- Day 157: When Marketing Think Retail
- Day 158: Appointment Reminder System
- Day 159: Groupons
- Day 160: Service Department FaceBook Page
- Day 161: Direct Mail Coupons
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- Day 163: Special Events

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- Day 164: Characteristics of Millenials and GEN X Customers
- Day 165: What Millenials and GEN X Spend per year
- Day 166: 3 Ways to Market to Millenials and GEN X Customers
- Day 167: The Power of Coupons

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- Day 169: Inbound Phone Stats
- Day 170: Why Customers Fail to Show for Appointments
- Day 171: What Makes Customers Upset when the Call
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- Day 176: What Should your Effective Labor Rate Be?
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- Day 178: Signs that you Should Be Concerned

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- Day 182: Ways to Get the Customer into the Circle of Trust

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- Day 183: Benefits of a Service BDC
- Day 184: When the Service Advisors Handles these Callers
- Day 185: Who Should Focus on Revenue
- Day 186: Check list for an Inhouse Service BDC
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- Day 189: The 9 Rules for the Service BDC Operation

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- Day 191: Mystery Shop your Service Department
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- Day 193: Visit Another Dealership
- Day 194: Watch , Listen & Learn
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- Day 198: 9 Customer Service Skills we all Need
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- Day 202: How Effective Service Advisor Communications Minimize Customer Complaints
- Day 203: Service Department Complaint Statistics
- Day 204: 6 Rules when Dealing with Customer Complaints
- Day 205: 2 Things to NEVER do when Dealing with Customer Complaints
- Day 206: How to Deal with an Angry Customer
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- Day 210: Real Time is Mental
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- Day 214: How Service Advisors can be in Control of their Time

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- Day 216: The Stress and Time Connection
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- Day 219: Techniques to Manage Stress
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