ISI / PAL Automotivaters Inc.
A division of Fusion Performance Group Inc.
PMB#132 230-1210 Summit Dr.
Kamloops, BC, V2C 6M1
Tel: 250-920-7775 Fax: 250-920-7773 Toll: 1-800-828-8681
www.automotivaters.com

Service Advisor Customer Experience Proactive Loyalty and Resolving Objections

Automotivaters Training Delivery Methods: Trainer Lead: In-Person or Online Live via Zoom.

Duration: 12 hours in-person or 4 x 3-hour sessions via Zoom.

Attendees: Service & Parts Advisors, Service Reception, Appointment Coordinators, BDC, Warranty Administrators, and Tower Supervisor, Parts and Service Managers.

Learning Objectives

Day 1

The Service Advisor Role – Good Service is Good Sales
Participants reflect on the relationship between the service we provide our customers and the sales results of our department.
Participants understand how passive approaches provide the poorest customer satisfaction and sales outcomes.
Participants re-frame any misconceptions they may have of their role within this context.

Customer Psychology
Participants learn about decisions customers make in advance.
Participants understand how customer behaviour impacts our effectiveness in providing the best customer service experience.
Participants learn the source and impacts of these customer behaviours. Leadership in our service
Participants learn how our positive influence benefits the customer and enhances the smooth operation of our aftersales department.
Participants are able to demonstrate knowledge and application of the pre-learning content.

Sales Skills for a Service Role
Participants learn how providing the best customer service experience also improves sales

results for the dealership.
Participants re-frame misconceptions around the sales expectations of the service advisor role.

Customer Service Experience
Participants understand the six steps to providing an excellent customer service experience.

Choosing Positive Language
Participants understand positive and negative perceptions created by the words we choose.
Participants learned that there are only five things our services provide to customers and how to speak about these benefits.

Appointment Consultation
Participants learn how an intelligent appointment setting creates better workflows and allows for a higher-quality consultation.
Participants understand how to avoid common problems in scheduling that harm customer experience and make the service advisor role more difficult.

Preparation
Participants understand how preparation before the customer arrives allows us to plan a better consultation and streamline the work-order preparation and check-in.
Participants understand how reviewing service history and anticipating needs provides confidence in our recommendations.
Vehicle check-in consultation
Participants refine their approach to the vehicle check-in consultation to understand both known and unknown customer needs.
Participants use a vehicle walk-around to verify conditions and discover additional needs.
Participants learn effective questioning techniques to gain clarity on work orders and provide clear descriptions to aid technician diagnosis.
Participants learn to use pre-approvals to prepare customers for anticipated service requirements and increase department efficiency.
Participants are able to recommend needed services in terms the customer understands and finds easier to approve.

Day 2

Proactive Loyalty
Participants understand how anticipating needs and pre-planning elevates the customer experience and our business results.

Participants learn to incorporate “story-telling” to serve more needs and reduce deferred maintenance and repair services.

Participants learn to build more trust and intention around future services.

As warranty coverage concludes, participants learn how to communicate the benefits of continuing the relationship.

Participants are able to use greater proactivity in face-to-face and telephone communications.

Participants learn how to make effective outgoing calls to re-book appointments for deferred maintenance items.

Participants learn to find off-brand or other vehicles servicing the household elsewhere.

Participants learn how repeat and referral sales are the ultimate loyalty to the dealership.

Participants understand the concept of optimizing trade cycles and how to engage the customer and our new/used departments at the appropriate time.

Handling Objections and Resolving Conflict

Participants understand the source and psychology of objections.

Participants learn to apply the communications model to objections.

Participants are able to address the “emotion” before the “fault.”

Participants understand the natural outcomes if we need to be more skilled in resolving objections.

Participants are able to identify and correct where we might create objections.

Participants learn to modify their language to project more confidence.

Participants learn how to remove some objections before they occur.

Participants learn to resolve common objections in the areas of price/ competition/ and procrastination.

Participants learn how and when to engage management in resolving objections or conflicts.

Participants understand how a referral to the Head Office CX Team may be a low level of service and what the dealership risks by this action.

Participants understand how to adapt our conflict resolution approach to match the customer.