



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 Series

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

Duration: 6 hours in-person or 2 x 3-hour sessions via Zoom.

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

Learning Elements.

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.



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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 with the words we choose.

Participants learn there are only five things our services provide to customers and how to speak in terms of these benefits.

Appointment Consultation

Participants learn how an intelligent approach to setting the appointment 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

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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.