

## SerML-1 - SERVICE & PARTS MANAGERS LEADERSHIP TRAINING COURSE

**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:** Fixed Operations Managers

### Learning Objectives:

Cultivating your environment

- Participants will examine the culture within the department. Various mindsets and beliefs

Attributes of an Exceptional Service Department

- Participants will understand thoughts from outside of our industry and look at what makes a service organization great

Leadership and Coaching vs. Management

- Participants will understand that if we want someone to change their behaviour, we need to understand how the change sounds from their perspective. Why change? For who? Why is that better?

The service cycle

- Participants will overview the Service Cycle and why this flow is a logical path to follow. The order of things can create or control chaos

Critical KPIs What to Track

- Participants will understand what numbers matter the most and how we can be deceived by looking at too few of the KPIs. Keep it simple but track the essentials

Quality vs. Compromised time

- Participants will know the effects of time compression on our job outcomes. Can rushing save time if we skip essential items? We need to be able to see clearly through common illusions.

Consultations, Workshop Scheduling Strategy

- Participants will understand time management and profitability. Compare common practice to best practice. Illusions are a powerful trap; how do we separate what we can and cannot control by changing our strategy

#### Internal, Retail and Warranty

- Participants will know that the common goal used to create structure can produce an opposite effect.

#### Building all the value in Products and Services

- Participants will examine the various customer types and understand what builds value in their minds

#### Controlling our emotions around a customer situation

- Participants will understand the difference between our sympathy for our customers' situation and actions that actually solve their problem

#### Planning and delivering your own training meetings

- Participants will learn how to deliver effective, short and concise training meetings to develop your staff

#### Action Planning

- Managers will identify the key action items for training topics and have a plan to support the team.

### **Projected outcomes**

#### Service Managers will:

- Have a strong knowledge of the things they can do to positively affect their environment
- Know how to exceed customer expectations by validation and anticipation
- Understand the various motivators and demotivators of different personality types
- Know what the key metrics are to have a clear perspective on their department
- Understand the effects of quality vs. compromised time on customer satisfaction and profitability
- Have better control of the entire schedule and be able to blend internal retail and warranty work seamlessly
- How to sell a value proposition vs. a product name
- Understand the psychology that affects our outlook and can stop us from serving the customer
- Know how to plan and deliver effective staff meetings