



SERVICE ADVISOR TRAINING

RECOGNISING THE CHALLENGE:

- The Service Advisor role is widely acknowledged as one of the most demanding positions within the automotive industry. This acknowledgment stems from the multifaceted nature of the role, which requires adeptness in customer service, technical knowledge, and salesmanship.
- The inherent high stress and turnover associated with the Service Advisor position pose significant challenges for Dealer Principals and Service Managers. Unfortunately, the support, training and nurturing provided to Service Advisors are often insufficient, exacerbating retention issues and impacting dealership performance.

FOCUS ON SUPPORT AND DEVELOPMENT:

- The SMART Service Advisor Program is designed to address these challenges by providing Service Advisors with the necessary strategies and skills to manage their roles effectively and thrive in their positions.
- By focusing on empowering Service Advisors, the program aims to enhance their confidence, communication skills, and overall job satisfaction, leading to improved staff retention, increased profitability, overall performance and customer satisfaction.

KEY OBJECTIVES OF THE SMART SERVICE ADVISOR PROGRAM:

I. Nurture the Right Mindset:

- The program aims to cultivate a positive mindset amongst Service Advisors, equipping them with the mindset and attitude necessary to excel in their roles.
- It focuses on developing proactive approaches to problem-solving, fostering resilience, and maintaining a customer-centric mindset.

II. Enhance Communication Skills and Sales Performance:

- Service Advisors undergo training to improve their upfront communication skills, enabling them to effectively communicate with customers and build rapport.
- By enhancing communication skills, Service Advisors can increase labour hours and parts sold, leading to improved financial performance for the dealership.

III. Improve Customer Experience and Satisfaction:

- Through confident customer approach strategies, Service Advisors can enhance the overall customer experience, leading to higher Net Promoter Scores (NPS) and Customer Satisfaction Index (CSI).
- Additionally, improved communication and sales techniques can result in increased revenue from labour and additional work sold.



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PROGRAM FORMAT:

- The program spans over four months and includes a combination of classroom sessions, dealership follow-ups, and refreshers to ensure sustained learning and implementation.
- Classroom sessions cover a range of topics including the Way of Selling Service, DISC Personality Profiling, Conflict Management, and Action Planning, among others.
- In-dealership follow-up sessions provide personalised coaching and support, allowing Service Advisors to apply their learnings in real-world scenarios and receive feedback.
- The program concludes with a recap and assessment of key focus areas, empowering Service Advisors to reflect on their progress and identify areas for further development.

OUTCOMES AND BENEFITS:

- Upon completion of the program, Service Advisors will gain a range of valuable skills and capabilities, including improved workflow organisation, stress management, customer management, and productivity.
- The program aims to enhance job satisfaction, boost performance, and drive financial performance for the dealership by delivering exceptional customer satisfaction.
- Overall, the SMART Service Advisor Program is designed to equip Service Advisors with the tools and knowledge needed to excel in their roles, contribute to dealership success, and deliver exceptional customer experiences.

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