

# » Dealer Service Academy

Follow the leaders that know the way.

## Customizable Four Day Agenda – Created For YOUR Retail Location

### Tuesday – Day One

7:00 am to 9:00 am	<b>Evaluation on the Service Lane</b>
9:00 am to 9:45 am	<b>Dealer and General Manager Meeting</b> - Review Goals/Objectives/Agenda, Review of Metrics
10:00 am to 12:00 pm	<b>Service Implementation Meeting:</b> - Customization/Roadblocks, Reservations/Preparation, Strategy/Action Plans <b>Participants (half of Service staff):</b> - Dealer Principal, General Manager, Fixed Operations Manager, Service and Parts Managers, - Service Advisors, Parts Consultants, Sales Managers, Reservationists/Cashiers
1:00 pm to 3:00 pm	<b>Service Implementation Meeting:</b> - Customization/Roadblocks, Reservations/Preparation, Strategy/Action Plans <b>Participants (remaining half of Service staff)</b>
3:00 pm to 5:00 pm	<b>Coaching and Training for the Next Business Day</b> - Set-up Pre-Work Order Folders, Manufacturer and dealership histories

For Information and Available Dates Please Call Shawn (902) 488-4107 or email: [shawn@dealerserviceacademy.com](mailto:shawn@dealerserviceacademy.com)

### Wednesday – Day Two

7:00 am to 10:00 am	<b>Implementation on the Service Lane:</b> - Modeling of techniques through direct interaction with service advisors and customers - Utilization of dealership tools - Presentations at the vehicles
10:00 am to 12:00 pm	<b>Service Consultant Implementation and Skills Development</b> - One-on-one coaching with the Managers and Service Advisors - Instruction on the process - Problem Solving - Presentation Role-playing - Debrief <b>Participants: Fixed Operations Director, Service Manager, Service Advisors</b>
1:00 pm to 2:30 pm	<b>Service Consultant Skills Development</b> - One-on-one coaching with the Managers and Service Advisors
2:30 pm to 5:00 pm	<b>Telephone Reservations Skills Training</b> - Instruction/Problem Solving - Telephone Role-playing - One-on-one coaching - Questions and Answers - Recap



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### Thursday – Day Three

7:00 am to 10:00 am	<b>Implementation on the Service Lane</b> <ul style="list-style-type: none"> <li>- Modeling of techniques through direct interaction with service advisors and customers</li> <li>- Presentation, Presentation, SALE!</li> <li>- Overcoming retail objections</li> </ul>
10:00 am to 11:00 am	<b>Service Consultant Implementation and Skills Development</b> <ul style="list-style-type: none"> <li>- One-on-one coaching with the Managers and Service Advisors</li> <li>- Instruction on the process and problem Solving</li> <li>- Presentation Role-playing and debrief</li> </ul>
11:00 am Service Sales Meeting	<b>Review of the morning's business</b> <ul style="list-style-type: none"> <li>- Recap of Opportunities, Next Steps in the Shop</li> </ul>
12:00 pm to 12:30 pm	<b>Shop Meeting (All Technicians)</b> <ul style="list-style-type: none"> <li>- Overview of Dealership Process, Use of Multi-Point Inspections</li> </ul>
1:00 pm to 3:00 pm	<b>Next Reservations Process</b> Participants: Service Manager, Reservationists/Cashiers
3:00 pm to 5:00 pm	<b>Service Manager Coaching Meeting</b> <ul style="list-style-type: none"> <li>- Manager – Coaching Guidelines, Success Roadmap</li> </ul>

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### Friday – Day Four

7:00 am to 10:00 am	<b>Implementation on the Service Lane</b> <ul style="list-style-type: none"> <li>- Modeling of techniques through direct interaction with service advisors and customers</li> <li>- Utilization of dealership implementation tools</li> <li>- Presentations at the vehicles</li> </ul>
10:00 am to 11:45 am	<b>Accessories, Merchandising and Marketing Meeting</b> <ul style="list-style-type: none"> <li>- Instruction, Best practices, Seasonal specials, Value-building features, Retail presentations</li> <li>- One-on-one coaching, Questions and Answers</li> </ul>
1:15 pm to 4:00 pm	<b>Dealer/General Manager Closing Meeting</b> <ul style="list-style-type: none"> <li>- Review of the week's successes</li> <li>- Opportunities for improvement</li> <li>- Individual and Dealership Action Plans</li> <li>- Achievement dates</li> <li>- Sustainment review and setting next date</li> <li>- Questions and Answers</li> </ul>

