

# Service Advisor

## Chapter 1: Introduction

- Session 1: Introduction
- Session 2: Customer's Point of View
- Session 3: The Lion's Den

## Chapter 2: Reasons Why Customers Do Not Use Our Service Departments

- Session 1: Reasons Why Customers Do Not Use Our Service Departments
- Session 2: Reason #1: Too Expensive
- Session 3: Reason #2: Not Competitive
- Session 4: Reason #3: Aggressive Upsell
- Session 5: Reason #4: Not Fixed Right the First Time
- Session 6: Reason #5: Poor Diagnosis
- Session 7: Reason #6: Could Not Locate the Problem
- Session 8: Reason #7: Takes Too Long for Repair
- Session 9: Reason #8: Poor Appointment System
- Session 10: Reason #9: Unable to Provide Accurate Time Estimate
- Session 11: Reason #10: Parts Not Available
- Session 12: Reason #11: Rude / Unprofessional Treatment
- Session 13: Reason #12: No True Concern for the Customer

## Chapter 3: The Secondary Repair Facilities

- Session 1: Doubles Every 5 Years
- Session 2: Doubles with Our Customers
- Session 3: Number of Secondary Repair Facilities
- Session 4: Secondary Repair Facility Revenue
- Session 5: Conclusion

## Chapter 4: Dealership Service Center versus Secondary Repair Facility

- Session 1: What is a Secondary Repair Facility?
- Session 2: Perception of Cost
- Session 3: Perception We Sell Repairs Not Needed
- Session 4: Dealership Upsell Averages versus Secondary Repair Facility Upsell Averages

## Chapter 5: Perception of Repairs at Dealership

- Session 1: Perception of Repairs at Dealership
- Session 2: Perception #1: Labor Prices Too High
- Session 3: Perception #2: Parts Prices Too High
- Session 4: Perception #3: Inconvenient Location
- Session 5: Perception #4: Inconvenient Hours
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## Chapter 6: How to Change Customer Perceptions

- Session 1: How to Change Customer Perceptions
- Session 2: Change #1: Invest More Time Understanding Our Customers
- Session 3: Change #2: Make Adjustments in Our Sales Process
- Session 4: Change #3: Make Adjustments in Our Repair Process
- Session 5: Change #4: Study Our Competition

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## Chapter 7: Service Writer versus Service Advisor

- Session 1: Service Writer – Reactive
- Session 2: Service Writer – Order Taker
- Session 3: Service Writer – Clerk
- Session 4: Service Writer – High % of 1 Time RO's
- Session 5: Service Advisor – Proactive
- Session 6: Service Advisor – Investigative
- Session 7: Service Advisor – Walk Around
- Session 8: Service Advisor – Creates Trust

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- Session 1: Diagnose over the Phone
- Session 2: Quote Prices over the Phone
- Session 3: Quote Prices without Knowing the Problem
- Session 4: No Request for Appointment
- Session 5: You Want to Be a Service Advisor

## Chapter 9: Role of a Service Advisor

- Session 1: Role of a Service Advisor
- Session 2: Role #1: Consult with Customer
- Session 3: Role #2: Schedule Service Work
- Session 4: Role #3: Communicate Additional Work Needed
- Session 5: Role #4: Upsell Products and Services
- Session 6: Role #5: Communicate with Technicians
- Session 7: Role #6: Administrative
- Session 8: Role #7: Customer Service

## Chapter 10: What the Customer Wants in Their Service Experience

- Session 1: What the Customer Wants in Their Service Experience
- Session 2: Want #1: Repair Fixed Right the First Time
- Session 3: Want #2: To Understand the Work Being Done
- Session 4: Want #3: To Always Be Kept Informed
- Session 5: Want #4: A Reasonable Price
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- Session 1: What is the Attribution Theory?
- Session 2: Mechanical & Emotional Problems
- Session 3: The Definition of the Attribution Theory as a Verb
- Session 4: The Definition of the Attribution Theory as a Noun
- Session 5: The Two Types of Attribution Theories
- Session 6: Attribution Theory – Excuses
- Session 7: Attribution Theory – Perceptions
- Session 8: Attribution Theory Summary

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## Chapter 12: 8 Rules to a Great First Impression

- Session 1: 8 Rules to a Great First Impression
- Session 2: Rule #1: Be Yourself
- Session 3: Rule #2: Present Yourself Appropriately
- Session 4: Rule #3: Smile
- Session 5: Rule #4: Be Confident
- Session 6: Rule #5: Be Positive
- Session 7: Rule #6: Be Courteous
- Session 8: Rule #7: Make Eye Contact
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- Session 1: Paid Labor
- Session 2: Diagnose over the Phone
- Session 3: Prices Quoted – Understanding the Problem
- Session 4: Prices Quoted – Higher than Secondary Facility
- Session 5: Appointment

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- Session 1: How to Get More Appointments
- Session 2: #1: Inspiring Phone Presence
- Session 3: #2: Avoid Giving Prices
- Session 4: #3: Always Ask Lots of Questions
- Session 5: #4: Provide Multiple Options

## Chapter 15: What Makes Customers Mad When Calling the Service Department

- Session 1: What Makes Customer Mad When Calling the Service Department
- Session 2: #1: No One Answers
- Session 3: #2: Automated Services
- Session 4: #3: Cut-Off During Transfer
- Session 5: #4: Being Put on Hold
- Session 6: #5: Secondary Conversations

## Chapter 16: Phone Scripts

- Session 1: Phone Scripts
- Session 2: How to Avoid Price #1
- Session 3: How to Avoid Price #2
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## Chapter 17: Hourly Rates

- Session 1: Should You Quote an Hourly Rate?
- Session 2: Customers' Earning Rate
- Session 3: Magnifying the Cost of the Repair
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## **Chapter 18: Preparation for Customer Appointment**

- Session 1: Preparation for Customer Appointment
- Session 2: Preparation #1: Recalls
- Session 3: Preparation #2: Warranty Expiration
- Session 4: Preparation #3: Service History
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## **Chapter 19: The 5 Repair Categories**

- Session 1: Imminent Danger
- Session 2: Hazardous Danger
- Session 3: Inevitable Malfunction
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- Session 5: Non-Essential Malfunction

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- Session 1: Meet & Greet Steps
- Session 2: Step #1: Introduce Yourself
- Session 3: Step #2: Get Their Name
- Session 4: Step #3: Request Reason for Visit
- Session 5: Meet & Greet Verbiage

## **Chapter 21: The 7 Meet & Greet No-No's**

- Session 1: The 7 Meet & Greet No-No's
- Session 2: #1: Eating
- Session 3: #2: Drinking
- Session 4: #3: Smoking
- Session 5: #4: Chewing Gum
- Session 6: #5: Chewing Tobacco
- Session 7: #6: Profanity
- Session 8: #7: Rushing the Customer

## **Chapter 22: The Pros/Cons of a Service Lane Walk**

- Session 1: Balance of Consequences - You Decide
- Session 2: Positives of a Service Walk
- Session 3: Negatives of a Service Walk
- Session 4: Positives to NO Service Walk
- Session 5: Negatives to NO Service Walk
- Session 6: Which is the Correct Answer

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## Chapter 23: Diagnostic Questions

- Session 1: The Benefits of Asking Diagnostic Questions
- Session 2: Question #1: Explain in Detail
- Session 3: Question #2: How Long
- Session 4: Question #3: When Did it Happen Last
- Session 5: Question #4: Is it Consistent
- Session 6: Question #5: Affected by Other Conditions
- Session 7: Question #6: What Speeds
- Session 8: Question #7: Any Thoughts
- Session 9: Benefit of Asking for Their Opinion

## Chapter 24: The 5 Words You Should Never State

- Session 1: The 5 Words You Should Never State
- Session 2: Word #1: No
- Session 3: Word #2: Can't
- Session 4: Word #3: Think
- Session 5: Word #4: Honestly
- Session 6: Word #5: Try

## Chapter 25: Creating Dialogue

- Session 1: Introduction to Creating Dialogue
- Session 2: The Benefits of Dialogue
- Session 3: The 4 Common Traits about People
- Session 4: Trait #1: They Love to Talk
- Session 5: Trait #2: They Love to Talk about Themselves
- Session 6: Trait #3: They Love to Be Acknowledged
- Session 7: Trait #4: They Love Compliments
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## Chapter 26: The Repair Order

- Session 1: Legal Document
- Session 2: Decline of Service
- Session 3: Warranty Claim Payments
- Session 4: The 4 C's to a Good Repair Order
- Session 5: C #1: Complaint
- Session 6: C #2: Cause
- Session 7: C #3: Correction
- Session 8: C #4: Certified
- Session 9: No Charge Items on the RO
- Session 10: Customer States
- Session 11: Always Get 2 Phone Numbers

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## Chapter 27: Selling Maintenance

- Session 1: Word Track & Benefits – Oil Change
- Session 2: Word Track & Benefits – Tire Rotation & Balance
- Session 3: Word Track & Benefits – Wheel Alignment
- Session 4: Word Track & Benefits – Brake Inspection
- Session 5: Word Track & Benefits – Cooling Inspection
- Session 6: Word Track & Benefits – Transmission Service
- Session 7: Package Selling Concept
- Session 8: Sample Package Selling Word Track
- Session 9: DLA Packages
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## Chapter 28: Service Upsell

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- Session 2: Time Expected for Completion
- Session 3: Waiters
- Session 4: When Do You Need it Done
- Session 5: What Causes a Customer to Not Agree to Additional Work
- Session 6: Cause #1: Disbelief
- Session 7: Cause #2: Do Not See the Need
- Session 8: Cause #3: Do Not Understand the Urgency
- Session 9: Cause #4: Cost
- Session 10: Cause #5: Time to Complete
- Session 11: Understandable Terms
- Session 12: How to Overcome Customer Fears
- Session 13: Validation for a Waiter
- Session 14: Who Best Validates Repair with Waiter
- Session 15: Why the Technician
- Session 16: Best Way to Validate Non-Waiter
- Session 17: Who Should Make the Video
- Session 18: Best Way to Deliver Video
- Session 19: Sample Video #1
- Session 20: Sample Video #2
- Session 21: Sample Video #3
- Session 22: Sample Video #4
- Session 23: Sample Video #5
- Session 24: Sample Video #6
- Session 25: Sample Video #7
- Session 26: Sample Video #8
- Session 27: The Customer Lounge

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## **Chapter 29: How to Make an Expensive Repair Look like a Fair Price**

- Session 1: How to Make an Expensive Repair Look like a Fair Price
- Session 2: #1: Introduce a More Expensive Repair
- Session 3: #2: Compare it to Another Item
- Session 4: #3: Increase the Perception of the Value
- Session 5: #4: Remove the \$ Sign
- Session 6: #5: Make the Number Smaller
- Session 7: #6: Create Visual Perceptions
- Session 8: #7: Take Away

## **Chapter 30: Something for Nothing**

- Session 1: Something for Nothing
- Session 2: Sticky Note
- Session 3: Benefits
- Session 4: Who Should Place the Sticky Note

## **Chapter 31: Empathy**

- Session 1: The Definition of Empathy
- Session 2: Why Empathy is So Important
- Session 3: When to Show Empathy
- Session 4: How to Show Empathy
- Session 5: Listen Intently
- Session 6: Proper Eye Contact
- Session 7: Validate Their Concerns
- Session 8: Offer Support
- Session 9: Engage in a Partnership
- Session 10: Always Show Respect
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## **Chapter 32: Active Listener**

- Session 1: The Importance of Being an Active Listener
- Session 2: Pay Attention
- Session 3: Show That You Are Listening
- Session 4: Provide Feedback
- Session 5: Defer Judgment
- Session 6: Respond Appropriately
- Session 7: The 4 Never's
- Session 8: How These Behaviors Release a Customer's Defensive Posture

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## Chapter 33: Customer Support

- Session 1: The Definition of Customer Support
- Session 2: The 8 Rules of Customer Support
- Session 3: Rule #1: Always Answer the Phone
- Session 4: Rule #2: Don't Make Promises
- Session 5: Rule #3: Listen to Your Customer
- Session 6: Rule #4: Deal With Complaints
- Session 7: Rule #5: Be Helpful
- Session 8: Rule #6: Be Kind, Courteous & Helpful
- Session 9: Rule #7: Go the Extra Mile
- Session 10: Rule #8: Throw in Something Extra

## Chapter 34: Customer Service

- Session 1: The Definition of Customer Service
- Session 2: The 9 Customer Service Skills
- Session 3: Customer Service Skill #1: Patience
- Session 4: Customer Service Skill #2: Attentiveness
- Session 5: Customer Service Skill #3: Clear Communication Skills
- Session 6: Customer Service Skill #4: Knowledge of Product & Service
- Session 7: Customer Service Skill #5: Acting Skills
- Session 8: Customer Service Skill #6: Ability to Read Customers
- Session 9: Customer Service Skill #7: A Calming Presence
- Session 10: Customer Service Skill #8: Persuasive Skills
- Session 11: Customer Service Skill #9: Willingness to Learn
- Session 12: The 10-2-4 Rule
- Session 13: The Benefit of the 10-2-4 Rule to the Customer
- Session 14: The Benefit of the 10-2-4 Rule to the Service Advisor

## Chapter 35: Dealing with Female Customers

- Session 1: What Women Influence
- Session 2: Women Have Higher Expectations
- Session 3: Women are More Emotional
- Session 4: Women Deal with Logic
- Session 5: The 6 Do's when Dealing with Women
- Session 6: Do #1: Look Your Best
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- Session 8: Do #3: Shake Hand Firmly
- Session 9: Do #4: Make Eye Contact
- Session 10: Do #5: Smile
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## Chapter 36: Angry Customers

- Session 1: How to Deal with Angry Customers
- Session 2: #1: Kill Them with Kindness
- Session 3: #2: Resist the Urge to Fight Back
- Session 4: #3: Always Be Respectful
- Session 5: #4: Listen for the Real Problem
- Session 6: #5: Speak Slowly
- Session 7: #6: Apologize Genuinely
- Session 8: #7: Don't Take it Personally
- Session 9: #8: Let it Go
- Session 10: 5 Things to Never Do When Dealing with Angry Customers
- Session 11: #1: Get Drawn into a Conflict
- Session 12: #2: Raise Your Voice
- Session 13: #3: Try to Match Them
- Session 14: #4: Get Physical
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## Chapter 37: Customer Complaints

- Session 1: Are Complaints a Good Thing?
- Session 2: Service Complaints Statistics
- Session 3: 6 Rules to Deal with Customer Complaints
- Session 4: Rule #1: Listen Carefully
- Session 5: Rule #2: Do Not Interrupt
- Session 6: Rule #3: Put Yourself in Their Shoes
- Session 7: Rule #4: Ask Questions
- Session 8: Rule #5: Quick Resolution
- Session 9: Rule #6: Elevate to Supervisor
- Session 10: Never Drag Out a Lost Cause
- Session 11: Never Ask What is an Acceptable Solution

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## Chapter 38: Stress

- Session 1: The 7 Cognitive Signs of Stress
- Session 2: Sign #1: Memory Problems
- Session 3: Sign #2: Inability to Concentrate
- Session 4: Sign #3: Poor Judgment
- Session 5: Sign #4: Seeing Only the Negative
- Session 6: Sign #5: Constant Worrying
- Session 7: Sign #6: Irritable or Short Tempered
- Session 8: Sign #7: Inability to Relax
- Session 9: The 8 Physical Signs of Stress:
- Session 10: Sign #1: Aches and Pains
- Session 11: Sign #2: Nausea or Dizziness
- Session 12: Sign #3: Chest Pains or Rapid Heartbeat
- Session 13: Sign #4: Eating More or Less than Normal
- Session 14: Sign #5: Trouble Sleeping
- Session 15: Sign #6: Procrastination
- Session 16: Sign #7: Use of Alcohol, Drugs or Cigarettes to Relax
- Session 17: Sign #8: Nervous Habits
- Session 18: Physical Ailments That are Exacerbated by Stress
- Session 19: Ailment #1: Heart Disease
- Session 20: Ailment #2: Digestive Problems
- Session 21: Ailment #3: Sleep Issues
- Session 22: Ailment #4: Depression
- Session 23: Ailment #5: Weight Problems
- Session 24: Rules to Minimize Stress
- Session 25: Rule #1: Reduce Caffeine
- Session 26: Rule #2: Eat Nutritionally Balanced Meals
- Session 27: Rule #3: Don't Procrastinate
- Session 28: Rule #4: Set Aside Some Quiet Time
- Session 29: Rule #5: Get Plenty of Rest
- Session 30: Rule #6: Exercise - Take a Walk
- Session 31: Rule #7: Don't Worry about What You Cannot Control
- Session 32: Who Benefits the Most from Your Decreased Stress?