



Alderson

Service • CONSULTANTS • *Guild*

Service Consultant Training

60-hour Comprehensive Program

Course Outline

Course Overview

The Alderson Service Consultants Guild is a comprehensive in-dealership training program designed for service consultants within the automotive dealership. The training focuses on four key pillars of the modern service department: communication, customer satisfaction, professional selling and objection-handling. Rather than reinforcing basic principles, we analyze the science and statistics behind effective work methods in order to shed light on the “why” and “how” versus merely the “what”. An examination of available data highlights the differences between effective and ineffective strategies across the four pillars: communication, sales, customer satisfaction and objection management.

Conventional practices and methodologies in service are becoming obsolete in today’s automotive industry, with new dynamics creating an urgent need for new adaptive skillsets and workflow patterns. This training program aims to establish a strong foundation for navigating with these dynamics.

Alderson Service Consultants Guild Mission

With the Alderson Service Consultants Guild, our mission is to provide a service experience that will consistently surpass customer expectations through a team of highly qualified, competent, and certified dealership service professionals.

Our Approach to Learning

Because of the impact of competition on variable operations, fixed operations have become the focal point for dealerships. A dealership's ability to generate business will determine whether it stays a winner or becomes a loser in the automotive industry. The only way a dealership can survive in this context is to change its **work methods**, its **approach** to customers and especially its **perception** of service. Success also depends on the dealership's ability to provide customers with a product or service that meets their needs perfectly.

Throughout the Alderson Service Consultants Guild training, data and statistics will be provided to help you appreciate the urgent need for the automotive industry to change its work methods, understanding the need for change and how to effect change that is a challenge for everyone.

In the years ahead, the successful service departments will be those that strive to go beyond meeting customers' needs by surpassing their expectations.

Training Format and Hours

This program is delivered via a combination of in-person and online (Zoom-based) sessions, and includes 60 hours (eight full days) of instructor-led training. Training days are scheduled in advance and arranged non-consecutively so as not to disrupt business operation. This allows students to absorb the material and gather feedback for their instructor in advance of the next training session, resulting in a more effective application of skills.

- ◆ Total program duration is 6-10 months depending on the frequency of training days (determined in advance according to staff availability and individual learning preferences).
- ◆ A condensed 36-hour program is available and includes two out of four training modules.

Each training module incorporates assignments, roleplay exercises and quizzes that are conducive to effective learning. Worksheets, learning plans and other materials are provided to the students in advance of each training module.

Upon successful completion of all four training modules and associated exercises, participants are awarded a *Service Consultants Guild Certificate*.

Tuition

The tuition fee for the Service Consultants Guild Training Program (60 hours) is \$13,500 per person. The tuition fee for the *optional* condensed training program (36 hours) is \$8,100 per person.

- ◆ Worksheets and other course materials are included in the training price. Prices are quoted in Canadian dollars.

Structure



MODULE 1: COMMUNICATION SKILLS

Learning Objectives

Upon completion of this module, students will be able to:

- Understand the importance of effective communication within the Customer Servicing Process.
- Apply communication skills throughout the customer service process.

Part 1: Introduction

- Alderson Service Consultants Guild Mission
- Introduction of the Training Module
 - General Learning Objective
 - Specific Learning Objective
- Overview of the Current Situation in the Automotive Industry
 - Impact on Customer Satisfaction
 - Changes in After-Sales Service
 - After-Sales Service Market in Canada
 - Comparison between the 2012 and 2015 After-Sales Service Markets
 - After-Sales Oil Change Market in Canada versus Percentage Market Share
 - Retail Sales Opportunities for Vehicles 4 Years and Older
 - Customer Satisfaction with Manufacturers in Canada in Terms of Service
- Results of Recent Customer Satisfaction Surveys
 - The Customer Voices Their Opinion
 - Customer Retention
- Customer Service Standards
- Course Outline
 - Communications Skills Theory
 - Customer Servicing Process
 - Exercises

Part 2: Communications

- Overall Concept of Customer Service
- Communication Skills
 - Theory of Adaptation Based on the Customer's Personality Type
 - The Four Personality Types
 - Theory of Neurolinguistics Programming (NLP)
 - Definition of Neurolinguistics Programming
 - The Three Principles of NLP
 - The Six Techniques of NLP
 - Dealing with Visual Customers
 - Dealing with Auditory Customers
 - Dealing with Sensory Customers
 - Theory of Active Listening
 - The Three Main Active Listening Techniques
- Principles of Communication
 - Universal Model of Communication
 - Non-Verbal Communication
 - The Two Channels of Communication
 - Body Language
 - Importance of Effective Communication
 - Behaviour Conducive to Effective Communication
 - Obstacles to Communication
 - Behaviour Not Conducive to Effective Communication

Part 3: The Appointment Process

- Introduction
 - Taking Appointments
 - Goals
 - Customer Expectations
 - Dealer Standards for the Appointment Process
- Purpose of the Appointment Process
 - Objectives of the Appointment Process
 - Characteristics of the Appointment Process
- The Appointment Process
 - Overall Procedures
 - Detailed Procedures
- Setting Up an Appointment System
- Role-Playing

Part 4: The Consulting Process

- Introduction
 - The Consulting Process (5 Steps)
 - Goals
 - Customer Expectations
 - Dealer Standards for the Consulting Process
- Purpose of the Consulting Process
 - Objective of the Consulting Process
 - Characteristics of the Consulting Process
- The Consulting Process
 - Overall Procedures
 - Detailed Procedures
- Role-Playing

Part 5: The Repair Process

- Introduction
 - The Repair Process
 - Goals
 - Customer Expectations
 - Dealer Standards for the Repair Process
- Purpose of the Repair Process
 - Objective of the Repair Process
 - Characteristics of the Repair Process
- The Repair Process
 - Overall Procedures
 - Detailed Procedures
- Role-Playing

Part 6: The After-Service Delivery Process

- Introduction
 - The After-Service Delivery Process
 - Goals
 - Customer Expectations
 - Dealer Standards for the After-Service Delivery Process
- Purpose of the After-Service Delivery Process
 - Objective of the After-Service Delivery Process
 - Characteristics of the After-Service Delivery Process
- The After-Service Delivery Process
 - Overall Procedures
 - Detailed Procedures
- Role-Playing

Part 7: The After-Service Follow-Up Process

- Introduction
 - The After-Service Follow-Up Process
 - Goals
 - Customer Expectations
 - Dealer Standards for the After-Service Follow-Up Process
- Purpose of the After-Service Follow-Up Process
 - Characteristics of the After-Service Follow-Up Process
- The After-Service Follow-Up Process
 - Overall Procedures
 - Detailed Procedures
- Special Order Parts Reminders
- Maintenance Reminders
- Role-Playing



Module 2:

CUSTOMER SATISFACTION SKILLS

Learning Objectives

Upon completion of this module, students will be able to:

- Understand the importance of customer satisfaction and loyalty.
- Understand the CSI program.
- Understand the impact of stress and the importance of handling stress effectively.
- Apply anger-diffusing techniques.
- Use the appropriate technique when negotiating a solution with a customer.

Part 1: Why a Module on Customer Satisfaction Skills?

- Differentiation: The Manufacturer vs. Other Service Outlets
- Customer Loyalty
 - The Importance of Customer Loyalty

Part 2: CSI

- What is CSI?
- What is the Primary Focus of the CSI Program?
- Survey Content
- Service Satisfaction Survey
- CSI Data Collection
- Manufacturer Summary Report
- Service Consultant Performance Summary Report
- Service Technician Summary Report

Part 3: Understanding Relations Between Emotions, Stress and Personalities

- Emotions
 - What are Emotions?
 - The Chain of Human Behaviour
 - Application with Customers
 - Application with Service Consultants
 - How Effective is Your Self-Talk?
- Stress and Personalities
 - Basic Principles
 - Responses to Stress across Personality Types
- Stress
 - Defining Stress
 - Causes and Effects of Stress
 - Managing Stress

Part 4: Understanding Emotions Part II

- Customer Satisfaction Process
 - Diffusing Anger
 - Assessing the Problem
 - Negotiating a Solution
 - Taking Final Action
 - Following Up
- Anger and Emotions
 - Anger
 - Emotions



Module 3:

PROFESSIONAL SELLING SKILLS

Learning Objectives

Upon completion of this module, students will be able to:

- Identify why the actual situation in the automotive market favours the maintenance market.
- Explain the principles of consultative selling.
- Identify ways to make time to perform consultative selling.
- Identify what product knowledge is required to perform consultative selling effectively on products.
- Apply the professional consultative selling skills.

Part 1: Why the Actual Situation Favours the Maintenance Market

- Characteristics of Repair Vs Maintenance Business
 - Differences Between the Repair and Maintenance Business
 - Why Should You Be in the Maintenance Business?
 - The Importance of Vehicle Maintenance
 - Why Should Customers Have Regular Maintenance Work Done on Their Vehicle?
 - Dealership Performing Maintenance Vs the Competition
- Reasons to Concentrate Greater Effort on the Maintenance Business
 - Decrease in National New Vehicle Ownership
 - Quality of Vehicles is Improving
 - Customers are more demanding and have more choices

Part 2: The Principles of Selling

- Major Myths Related to Selling
 - What is Your Perception of Selling?
 - What are the Major Myths Related to Selling?
 - What are the Differences Between Traditional (Pressure) Selling and Consultative (Professional) Selling?
- What Is Required to Perform Consultative Selling?
- Differences Between Traditional and Consultative Selling
 - What Is Traditional Selling?
 - Characteristics of Traditional Selling
 - What Is Consultative Selling?
 - Important Elements of Consultative Selling

Part 3: Making Time for Consultative Selling

- How to Make Time to Perform Consultative Selling?
 - Through the Appointment Process
 - Through the Consulting Process
- Ways You Can Manage Your Time

Part 4: Product Knowledge Required to Perform Consultative Selling

- Benefits of Knowing Your Products and Services in Order to Perform Consultative Selling
 - Facts About Your Products and Services
 - Benefits for you Having Good Product Knowledge
 - Benefits for the Customer
- Describing the Features, Advantages and Benefits of Maintenance Items
 - Definition of the Terms Features, Advantages and Benefits
 - What is Selling Maintenance by Items?
 - What are the Features, Advantages and Benefits of Some Maintenance Items?
- Using Maintenance Schedules
 - Facts About Dealership and Manufacturer Maintenance Schedules
 - Differences Between Your Dealership's and the Manufacturer's Maintenance Schedules
 - Can You Justify These Maintenance Schedule Differences to the Customers?
- The Features, Advantages and Benefits of the Manufacturer's Maintenance Packages
 - What is Selling Maintenance by Packages?
 - Benefits of Selling Maintenance by Packages
 - Principles of Selling Maintenance by Packages
 - What are the Features, Advantages and Benefits of Some Maintenance Packages That You Should Offer to Your Customers According to the Manufacturer's Maintenance Schedules?

Part 5: Applying the Consultative Selling Process

- The Consultative Selling Process
 - The 4 Steps of the Consultative Selling Process
- Consultative Selling Skills
 - Use and apply the Consultative Selling Skills



Module 4:

OBJECTION- HANDLING SKILLS

Learning Objectives

Upon completion of this module, students will be able to:

- Explain what an objection is and the most common types.
- Define “handling objections”.
- Use techniques to handle the most common types of objections.
- Use appropriate techniques with different personalities.

Part 1: What is an Objection?

- Definition
- Emotions vs. Objections
- Types of Objections

Part 2: What is Handling Objections?

- Misconceptions
- Handling Objections
 - Definition of “Handling Objections”
 - A Sincere Desire
 - Requirements
- Quiz Results and Personal Development Action Plan

Part 3: Strategies and Techniques

- Review of Neurolinguistics Programming
 - The First Three Techniques of Neurolinguistics Programming
- The Last Three Techniques of Neurolinguistics Programming
 - Technique 4: Using Statements of Fact
 - Technique 5: Handling Objections
 - Technique 6: Interpreting Eye Movements of Customers
- Four-Step Objection-Handling Strategy
 - Confirmation
 - Qualification
 - Response
 - Close
- Combining Personalities and NLP
- The Six Most Common Objections (and Smoke Screens)
 - Objection 1: Skepticism
 - Objection 2: “Not Needed”
 - Objection 3: “Not Now”
 - Objection 4: “Too Expensive” (Price)
 - Objection 5: “Competition”
 - Objection 6: “Misunderstandings”
 - In Summary

Part 4: Objections and Objectors

- **The Easy Marks**
 - Mark the Gullible
 - Louise the Skeptic
 - David the Annoying
- **Incapable of Making a Decision**
 - Tom the Indecisive
 - Wendy the Dealer
- **The Difficult One**
 - Jeff the Disagreeable
- **The Ones Who Are Always in a Hurry**
 - Hurry-up Hannah
 - On-The-Go Joe
- **The Know It All**
 - Nora The Brain
 - Bobby the Big Wheel
 - Irene the Impulsive
- **The Hardest of All**
 - Al the Nice Guy