



Course List for Service Manager Certification

Service Roles

- 1) Organizational Structure
- 2) Service Coordinator
- 3) Service Techs
- 4) Service Writer
- 5) Shop Foreman
- 6) Warranty Writer
- 7) Service Manager

Leading and Directing

- 1) Employee Reviews
- 2) Why Situations Escalate
- 3) How to De-Escalate
- 4) Leading Meetings
- 5) Motivating Your People
- 6) Leading Through Change
- 7) Employee Effectiveness Ratings

Service Process

- 1) Equipment Check-In
- 2) Service Walk-Around
- 3) Staging Equipment
- 4) Triage Process
- 5) Parts Staging
- 6) Estimates
- 7) Work Flow Into Service Department
- 8) Customer Follow Up
- 9) Working with Commercial Customers

Delegation

- 1) Why Delegate
- 2) Building Trust
- 3) What Is Delegation?
- 4) Who Do I Delegate To?
- 5) How Do I Delegate?

Understanding the Numbers

- 1) Utilizing Your BMS
- 2) Key Performance Indicators
- 3) Defining Your Service Department Capacity
- 4) Calculating the Recovery Rate
- 5) Determining Tech Efficiency
- 6) Tracking Average Completion Time
- 7) Profitability for the Dealership

Understanding your People

- 1) Driver
- 2) Influencer
- 3) Steady
- 4) Compliant
- 5) Motivators
- 6) Learning Styles

Developing Pricing Strategies

- 1) Determining Your Posted Labor Rate
- 2) Improving Time and Material Billing
- 3) Setting Up a Flat Rating System
- 4) Maximizing Warranty Repair Times

Finding and Hiring

- 1) Developing Hiring Descriptions
- 2) Looking for a Service Candidate
- 3) Service Roles
- 4) Interviews
- 5) Importance of References

Compensation Plans

- 1) Understanding Salary Caps for Service
- 2) Creating a Performance-Based Compensation Plan for Techs
- 3) How to Bonus Shop Foremen, Service Writers, and Service Managers
- 4) Developing a Bonus Plan for Warranty Writers

Customer Service

- 1) Preferred Customer Program
- 2) Defining Customer Expectations
- 3) Creating a "Wow" Experience in Service
- 4) Dealing with Difficult Customers
- 5) Building a Loyal Customer Following
- 6) Customer Experience in your Dealership

Vision and Culture

- 1) Establishing Core Values
- 2) Casting Vision in Service
- 3) Goal Setting
- 4) Dealership Culture

Marketing and Growth Plan

- 1) Understanding your Demographic
- 2) Determining your Marketing Strategy
- 3) Building Toward the Slow Season
- 4) Creating Service Packages for Menu Pricing
- 5) Winter Service Specials
- 6) Marketing Budget
- 7) Service Packages