



- Series: **Automotive Management Training** by Murray Voth
- Training: 8 Modules / \$795 per person ***Ask about the \$200 ARA discount**
- Option 1 – 2 day session
 - Option 2 – 5 evening sessions
 - *Price includes one meal, beverages and materials.*

Modules:

1. Understanding Our Service Time Inventory, What We Sell Disappears

- 2016 AIA (Automotive Industries Association) study found the average Canadian automotive service provider billed out 4.2 hours per technician per day against a benchmark of 9.0 billed hours. *Come learn where all the leaks are.*

2. How Good Scheduling and Dispatching Create Profit

- Technicians waiting for service advisors and parts is one of the biggest time losers. Another is customers who are late for appointments or don't even show up. *Come learn systems that prevent these events from occurring, reducing your stress and improving your profits.*

3. The Consultation Process, Creating Informed Decisions

- The average consumer sees the automotive repair as a grudge purchase. *Come learn how to inform and advise a client so they understand the value of how they are spending their money.*

4. The Inspection Process, it isn't just a fancy checklist

- The inspection is the foundation of all vehicle maintenance and client decisions. *Come learn how our technicians are the doctors of the industry.*

5. The Maintenance Process and the Deferred Work Cycle

- Maintenance programs are like a farmer planting a field for a future crop. *Come learn how to reduce the peaks and valleys of your business.*

6. Getting Paid for Testing, Making Diagnosis Tangible

- You are investing thousands of dollars a year in technician training and diagnostic equipment. *Come learn how to get paid for your investment.*

7. Managing Our Service Time Inventory with Effective Service Rates

- Industry is beginning to measure the time sold. *Come learn how to do that and also learn systems to capture the time not sold.*

8. Learn How to Diagnose Your Automotive Business to Improve Performance

- Industry works off key performance indicators. *Come learn all the industry key performance indicators and tie them to your system to improve your profitability substantially.*



Series: **Service Advisor Training** by Murray Voth
Training: 4 Modules / \$395 per person ***Ask about the \$100 ARA discount**

- Option 1 – 1 day session
- Option 2 – 3 evening sessions
- *Price includes one meal, beverages and materials.*

Modules:

1. What is the Purpose and Role of the Service Advisor?

- What is good customer service? *Come learn how to listen and serve well, to manage and exceed expectations and create referrals.*

2. Managing the Paper and Communication Flow

- What are the best practices to keep the doctors working with the patients? *Come learn how write up procedures and how to use systems to build relationships. You'll also learn how to rely on written or digital communication rather than on verbal.*

3. Do You Sell or Do You Advise?

- How do you make customers feel better about what they've bought? *Come learn the 8 commandments of consultation and how to help customers understand the value of maintenance.*

4. Managing the Service and Parts Inventory

- Guides, Margins and Matrixes. *Come learn about labour guides, parts and tire margins and their matrixes. You'll also learn about materials, consumables and hazardous waste disposal.*