



Parts Manager 101 TRAINING PROGRAM

Your Gateway to the Automotive
Industry.

BFPM105.01



MEET YOUR PARTS MANAGER TRAINER



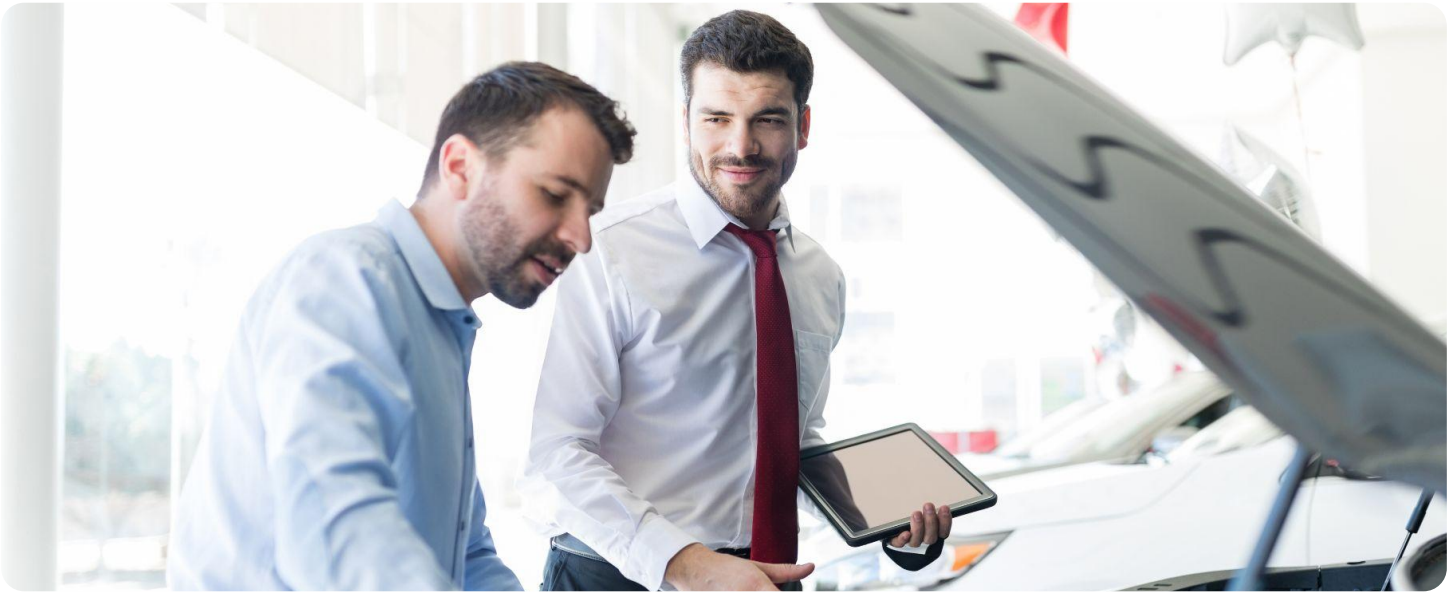
Kieran Stack's journey in the automotive sector began with his Automotive Engineering degree, leading him to various non-technical roles in dealerships across Ireland and Australia.

By 2019, Kieran advanced to an Aftersales Trainer position at BMW Group, a pivotal move that led to the establishment of his own training company in 2021. His expertise spans several high-end automotive brands, including JLR, Audi, Porsche, and Ferrari, culminating in the publication of "Service Advisor 101" in 2022. This book reflects Kieran's commitment to sharing his knowledge and experiences, significantly contributing to his professional growth.

Kieran's training programs, which cater to a global audience, both in-person and online, have made him a sought-after expert in the industry. His approach to Aftersales focuses on simplifying processes, systems, and strategies to enhance job satisfaction among aftersales staff.

Emphasising continuous learning, Kieran believes in mastering the intricacies of Aftersales by naming and taming challenges, advocating that "skills pay bills." His training promises to deliver valuable insights and practical knowledge, applicable across various levels of experience, ensuring immediate benefits to participants' roles.

INTRODUCTION



The Parts Manager 101 Training Program is designed and written by Kieran Stack. Kieran was an accomplished Parts and Service Manager and is now an Aftersales Trainer. The framework for this training is designed in such a way that it is easy to comprehend and implement.

It promises to leave Parts Managers from every level of experience with the skills and mindset that they need to be effective in the role.

Learning Objectives



Participants will understand a Parts Manager's key responsibilities, such as profit generation and customer retention. They will recognize the role's significance in business success and service excellence.



Learners will acquire actionable strategies for effective parts management from industry expert Kieran Stack, enhancing skillsets for immediate and impactful application in the workplace.









Trainees will explore adaptive strategies for the evolving Parts Department, focusing on customer service excellence and advanced management tactics to lead their teams to exceed sales and service targets.

YOUR ROADMAP TO SUCCESS

Embark on a journey through six interactive and engaging eLearning modules designed to accelerate your understanding and performance within the automotive industry.

Fundamentals

1.1	The Role of the Parts Manager		30 mins	BFPM101
1.2	The 5+2 Levels to - Parts Department Success		20 mins	BFPM102
1.3	The Ultimate Customer Experience		20 mins	BFPM103
1.4	The Parts Sales Process		20 mins	BFPM104
1.5	DISC Personality Profiling – Part 1		20 mins	BFPM105
1.6	DISC Personality Profiling – Part 2		20 mins	BFPM106

Once you have successfully completed Parts Manager 101, accelerate your skills and knowledge with 'Parts Manager Accelerate' Training Program (6 eLearning Modules)

Unlock your potential with Kieran Stack, a respected industry leader with a wealth of experience across many automotive brands. Learn practical, real-world strategies to accelerate your career in the automotive service industry, directly from an expert who's been in your shoes.

Level 1 Foundations

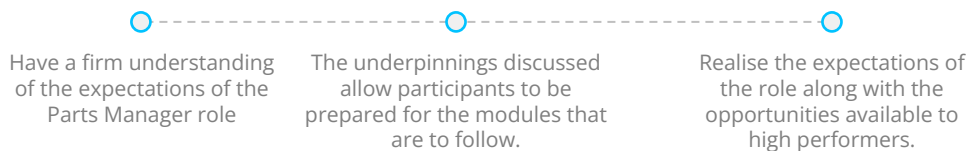
1.1 THE ROLE OF THE PARTS MANAGER

We begin this program by putting first things first – Defining the role of a Parts Manager. Kieran takes participants on a journey of awareness around how their role impacts customer satisfaction, revenue generation and overall dealership success.

Kieran discusses the functions of the role along with what to expect on a daily basis and at different times of the day. This module unpacks some of the general standards that are required to be a high performing Parts Manager.

Growth opportunities are plentiful for those with the right skill sets and mindsets. Kieran is certainly proof of this, and he discusses what is involved in unlocking a Part Manager’s potential in order to help them to grow in your career.

Outcomes:



eLearning



20 mins

Prerequisite:
none

Code: BFPM101

1.2 THE 5+2 LEVELS TO PARTS DEPARTMENT SUCCESS

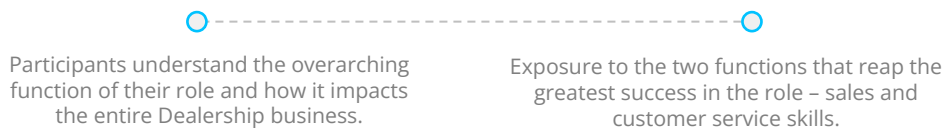
The 5 Levels to Service Department Success is the foundation that every other module is built upon. Once the purpose of the Service Department is understood, we can build on it and always have it as our source of truth.

Kieran will help participants to understand the levels that map towards success in a fashion that are easy to remember and will be critical to success in the role.

Key Performance Indicators are what Service Managers live and breathe so Kieran will introduce participants to the top 3 KPI’s in the Service Department.

Trust between a Service Advisor and their customer is absolutely critical to what we sell in the Service Department and Kieran will equip participants with an equation and strategy that simplifies building trust with strangers.

Outcomes:



eLearning



25 mins

Prerequisite:
BFPM101

Code: BFPM102

Level 1 Foundations

1.3. THE ULTIMATE CUSTOMER EXPERIENCE

In this module, participants will dive into the essential components of delivering high levels of customer experiences within the Parts Department.

From mastering communication techniques, following process, to leveraging technology effectively, participants will learn how to exceed customer expectations at every touchpoint.

Through a thought-provoking presentation paired with real-world case studies, participants will gain the skills and knowledge needed to elevate customer satisfaction, loyalty, and retention rates.

Outcomes:

- Be equipped with techniques and strategies that allow participants to be able to meet and exceed customer expectations.
- Understand the fundamentals of a high-quality customer experience that maps towards high customer satisfaction scores.
- Foster a mindset of customer-centricity resulting in higher customer retention and increased revenue opportunities.



eLearning



20 mins

Prerequisite:
BFPM102

Code: BFPM103

1.4. THE PARTS SALES PROCESS

In this module, we explore the key stages and strategies that map towards creating a frictionless customer journey. The Parts Sales Process is key to achieving the desired outcomes of profitability, customer satisfaction and retention.

Kieran discusses the stages in the 4 different processes and equips participants with best practice approaches at each touchpoint.

Outcomes:

- Understand how each of the four customer sources are different (retail, workshop, trade, internal)
- Be equipped with a firm understanding of what occurs at each step in the process to support every function of the Parts Department and the entire Dealership.
- Understanding the fundamentals behind the process will allow participants to take the foundations and best practices from the module and apply them to their own department's processes.
- To evolve the mindsets of Parts Managers to allow them to realise that just because they have always done it one way, doesn't mean it's the way it always must be done.



eLearning



20 mins

Prerequisite:
BFPM103

Code: BFPM104

1.5. DISC PERSONALITY PROFILING – PART 1

Understanding Personality Profiling is possibly the greatest skills that a Parts Manager can learn. It can be used both personally and professionally and will help you to be successful in both areas. Imagine interacting with someone for only a few moments and be able to recognise their personality type.

From there, be able to adapt the approach based on their style and help them to engage with you. This is the power of understanding and implementing DISC

Communication becomes frictionless from both sides when DISC is understood. We are all different and that is okay. But being able to recognise a style and adapt oneself to it is the true superpower.

Outcomes:



Participants will understand the fundamentals of DISC theory.



Participants will begin to recognise the patterns that certain styles project and how to identify them.



eLearning



20 mins

Prerequisite:
BFPM104

Code: BFPM105

1.6. DISC PERSONALITY PROFILING – PART 2

In part two of this DISC Personality Profiling, Kieran discusses the patterns that each of the personality styles project and how to interact with each of them.

Kieran puts participant's learnings to the test by describing some characters that they will be familiar with in order for them to recognise the patterns that these characters project. From there, they will label the character a DISC as their primary style. This is the perfect test to ensure competency.

Outcomes:



Build on the current level of awareness of DISC based on content covered in Module 1.



Participants to be confident in their ability to recognise patterns that people are projecting.



Be equipped with communication strategies to ensure that participant's communication has adapted to the DISC style presented and choosing words that that style prefers.



eLearning



20 mins

Prerequisite:
BFPM105

Code: BFPM106

EMPOWERING YOUR JOURNEY IN THE AUTOMOTIVE INDUSTRY



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Crafted by industry experts to provide you with the knowledge and skills needed to excel in the automotive industry.



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Access our eLearning modules anytime, anywhere, at your own pace.



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Continuously Updated:

This training program is constantly updated as the industry changes, ensuring your Learners are kept up to date with industry trends.



**Measurably faster
at onboarding and
upskilling your
Learners.**

Join us in this comprehensive training program and set the foundation for a successful career in the automotive industry. Whether you are leading the Service Department, are a seasoned professional, or new to the Service Advisor role, this program is your first step towards understanding the bigger picture and excelling in your role.



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