



# Service Advisor 101 TRAINING PROGRAM

Your Gateway to the Automotive  
Industry.

BFSA101.01



# MEET YOUR SERVICE ADVISOR TRAINER



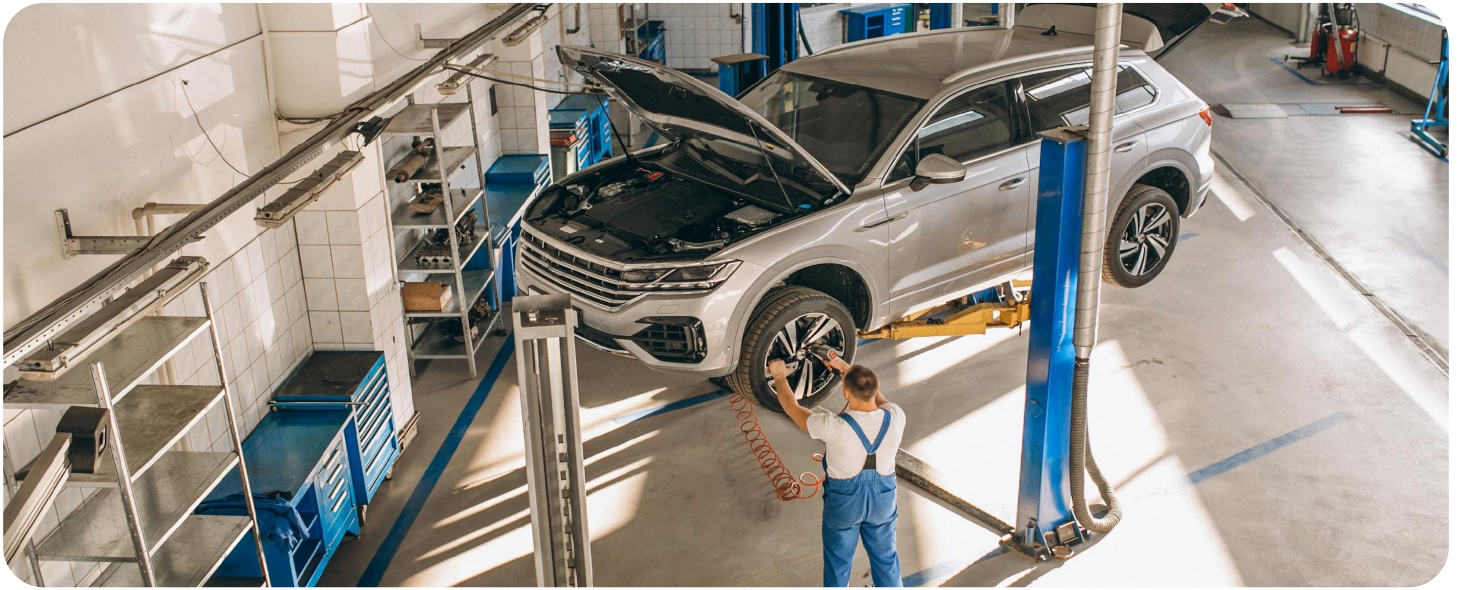
Kieran Stack's journey in the automotive sector began with his Automotive Engineering degree, leading him to various non-technical roles in dealerships across Ireland and Australia.

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 online Service Advisor 101 Training Program is designed and written by Kieran Stack. Kieran was an accomplished Service Advisor and Service Manager and is now a dedicated Service Trainer. The framework for this training is designed in such a way that it is easy to comprehend and implement. It promises to leave Service Advisors from every level of experience with the skill set and mindset that they need to be effective in the role.

## Learning Objectives



Equip Service Advisors with essential skills for exceptional customer service, effective communication strategies, and advanced sales techniques to enhance performance and dealership success.



Dive deep into personality profiling with DiSC theory, enabling Service Advisors to tailor their approach to meet diverse customer needs and improve interpersonal interactions.



Master conflict management and emotional intelligence to navigate challenging customer interactions with professionalism, empathy and effectiveness, ensuring customer satisfaction and loyalty.



# YOUR ROADMAP TO SUCCESS

This is a 4 module eLearning program that unpacks most of the facets of the Service Advisor role and gives practical tips and strategies that allows Service Advisors of every level of experience to accelerate their performance.

## Service Advisor 101

- 1.4 | The Service Process
- 1.3 | The Ultimate Customer Experience
- 1.2 | The 5 Levels to Service Department Success
- 1.1 | The Role of the Service Advisor

Once the Learner complete the '**Service Advisor 101**' training program, you can advance their skills and knowledge and subscribe the the '**Service Advisor Advanced**' training program which includes 8 eLearning modules covering Service Advisor Personal Skills development and enhancing their Customer Focused skills. For more information, visit: [www.traklms.com/training-marketplace-1](http://www.traklms.com/training-marketplace-1)

### SA Advanced - My Personal Skills

4 eLearning modules

### SA Advanced - Customer Focused

4 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 SERVICE ADVISOR

We begin this program by putting first things first – Defining the role of a Service Advisor. 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 Service Advisor.

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 Service Advisor's potential in order to grow their career.

### Outcomes:



Have a firm understanding of the expectations of the Service Advisor role.

The underpinnings discussed allow participants to be prepared for the modules that are to follow.

Realise the expectations of the role along with the opportunities available to high performers.



eLearning



20 mins

**Prerequisite:**  
none

Code: BFSA011

## 1.2 THE 5 LEVELS TO SERVICE 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:



Participants understand the overarching function of their role and how it impacts the entire Dealership business.

Exposure to the two functions that reap the greatest success in the role – sales and customer service skills.



eLearning



25 mins

**Prerequisite:**  
BFSA011

Code: BFSA021

# 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 Service 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:**  
BFSA021

Code: BFSA031

## 1.4. THE SERVICE PROCESS

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

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

### Outcomes:

- Be equipped with a firm understanding of what occurs at each step in the process to support every function of the Service Department.
- 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 process.
- To evolve the mindsets of Service Advisors 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.
- Everything that we do in the Service Process should help customers want to come back.



eLearning



20 mins

**Prerequisite:**  
BFSA031

Code: BFSA041

# EMPOWERING YOUR JOURNEY IN THE AUTOMOTIVE INDUSTRY



## **Expertly Designed Content:**

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



## **Flexible Learning:**

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



## **Interactive and Engaging:**

Our modules are designed to be both informative and engaging, ensuring an enjoyable learning experience.



## **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.





# The Automotive INDUSTRY'S FAVOURITE LEARNING MANAGEMENT SYSTEM.

Revolutionise the way you train and retain skilled staff!

Our cutting-edge approach is user-centric, data-driven, and intuitive. We understand the importance of your team members, as they are the face of your brand. That's why we empower them to become the best versions of themselves. With TRAK, you'll take your Learners to the next level and elevate your brand like never before!

[traklms.com](http://traklms.com)

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