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# Service Advisor 101 TRAINING PROGRAM

Your Gateway to the Automotive  
Industry.

BFSA101.01



# MEET YOUR SERVICE ADVISOR TRAINER



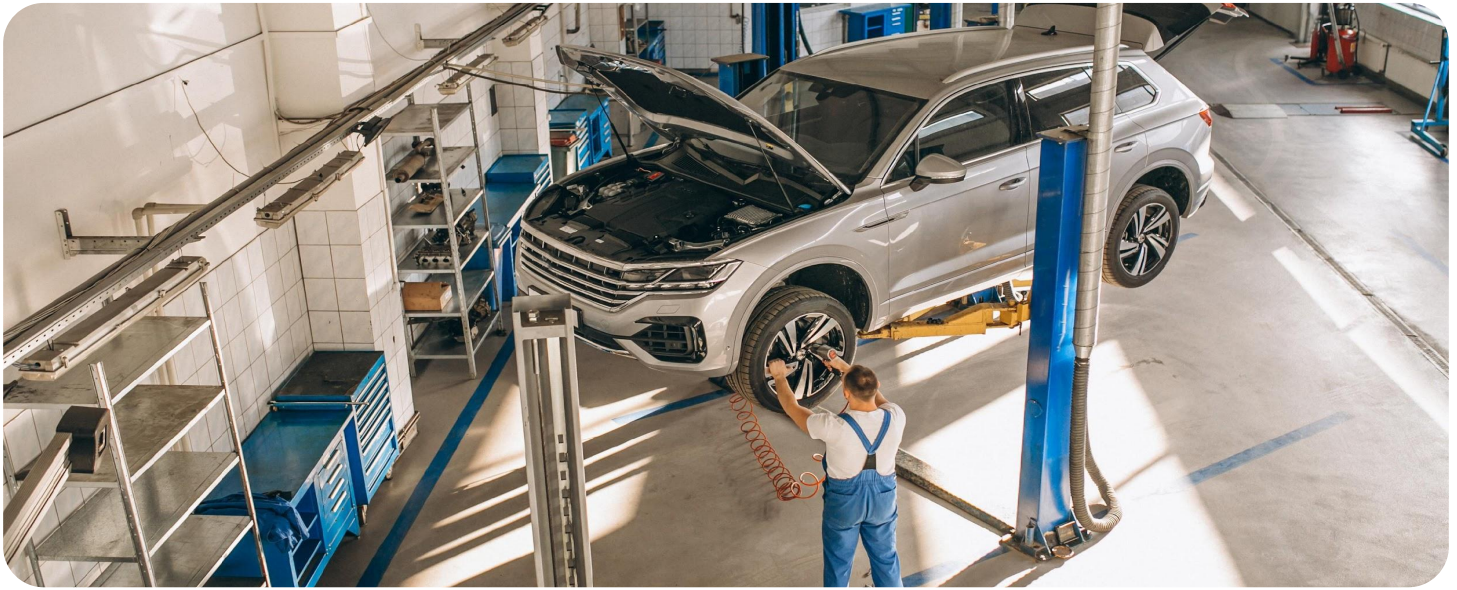
Kieran Stack's journey in the automotive sector began with his Automotive Engineering degree, leading him to various non-technical roles in dealerships across Ireland and Australia.

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 12 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.

## Level 2 My Personal Skills

- 2.8 | Say This...Not that! (Part 2)
- 2.7 | Say This...Not that! (Part 1)
- 2.6 | DiSC Personality Profiling (Part 2)
- 2.5 | DiSC Personality Profiling (Part 1)

## Level 3 Customer Focused

- 3.12 | Business Management
- 3.11 | Emotional Intelligence
- 3.10 | Dealing with Customer Conflict
- 3.9 | Service Sales Skills

## Level 1 Foundations

- 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

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

# Level 2 - My Personal Skills

## 2.5 DISC PERSONALITY PROFILING – PART 1

Understanding Personality Profiling is possibly the greatest skill set that a Service Advisor 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 the DiSC personal assessment too which stands for Dominance, influence, Steadiness and Conscientiousness.

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:**  
BFSA031

Code: BFSA051

## 2.6 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 be able to identify and better understand a customer's DiSC personality profile. 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



25 mins

**Prerequisite:**  
BFSA051

Code: BFSA061

# Level 2 - My Personal Skills

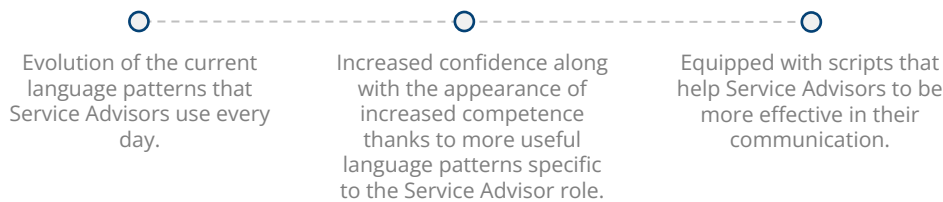
## 2.7 SAY THIS ... NOT THAT! – PART 1

Kieran's exposure to Service Departments globally gives him an awareness of many of the poor communication habits that are most common.

This module explores many of these poor communication habits and participants will gain an understanding of why NOT to use them.

From there, participants will be equipped with alternative communication strategies that map towards better results.

### Outcomes:



eLearning



20 mins

**Prerequisite:**  
BFSA021

Code: BFSA011

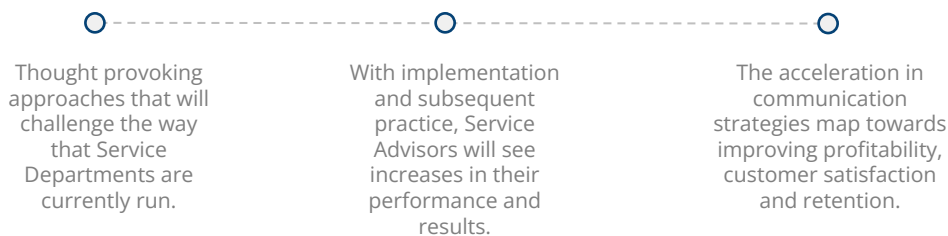
## 2.8 SAY THIS ... NOT THAT! – PART 2

Part 2 of the "Say This...Not That"!

In this module, Kieran discusses even more advanced communication strategies that are going to help every Service Advisor to go from good to great.

Many of the strategies and approaches are counter-intuitive to the way that most Service Departments operate and communicate but Kieran takes participants on a journey of understanding the psychology behind the alternative approaches and how they map towards profitability, satisfaction and retention.

### Outcomes:



eLearning



25 mins

**Prerequisite:**  
BFSA011

Code: BFSA021



# Level 3 - Customer Focused

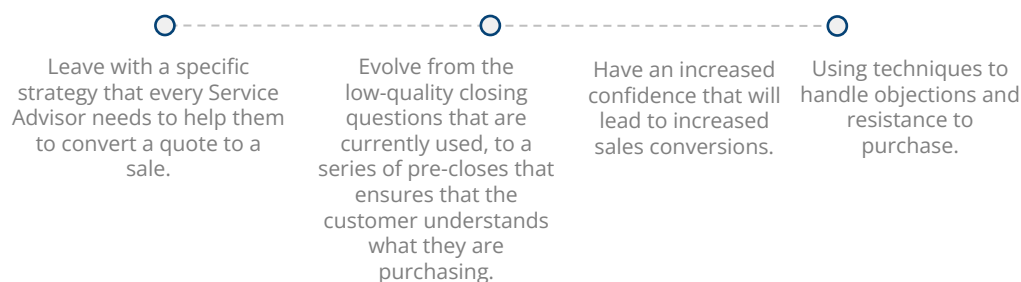
## 3.9 SERVICE SALES SKILLS

Contrary to some people's opinions, the Service Advisor role is actually a sales role! Surprise!

In fact, it is one of the most challenging roles to sell in. In many ways, the customer does not want what the Service Department are offering!

Kieran takes participants on a journey of "selling in service" and how to help customers see the value in what the Service Department offers.

### Outcomes:



eLearning



20 mins

**Prerequisite:**  
BFSA021

Code: BFSA051

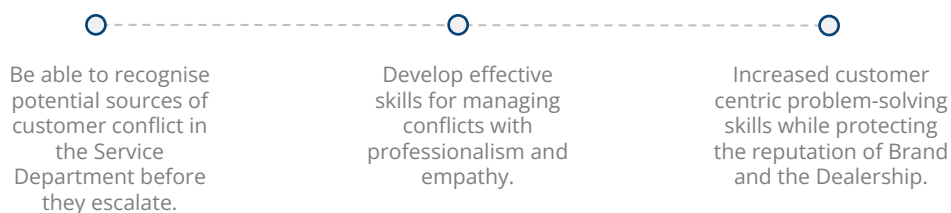
## 3.10 DEALING WITH CUSTOMER CONFLICT

This module is designed to equip Service Advisors with the skills and strategies needed to diffuse tense situations and resolve conflicts with professionalism and confidence.

The learnings from previous modules will be leveraged in this module through real-world examples of how to identify potential sources of customer conflict, de-escalate volatile situations, and find mutually satisfactory resolutions.

The techniques discussed incorporate empathy and problem-solving skills, all while safeguarding the reputation of the Brand and the Dealership.

### Outcomes:



eLearning



25 mins

**Prerequisite:**  
BFSA051

Code: BFSA061

# Level 3 - Customer Focused

## 3.11 EMOTIONAL INTELLIGENCE (EQ)

Understanding and developing emotional intelligence is a mindset and skill set that will help every Service Advisor regardless of their level of experience.

The module is designed to encourage participants to consider their current approaches to each of the pillars of EQ – Emotional Intelligence.

Participants will be equipped with an awareness of each of the pillars in order for them to expand their current level of EQ and evolve it to the next level through considerations presented by Kieran during this module.

### Outcomes:

- Understand the concept of EQ and its significance to the Service Advisor role.
- Leverage the learnings to develop their personal level of EQ in order to increase resilience and overall performance.
- Be able to implement the learnings into their day-to-day interactions in the Service Department leading to increased employee and customer satisfaction.



eLearning



20 mins

**Prerequisite:**  
BFSA061

Code: BFSA051

## 3.12 BUSINESS MANAGEMENT

As the entire course comes to completion, an understanding of how everything that we do gets measured will be a useful endeavour.

This module is designed to simplify KPI's using real world examples to explain them.

Every part of what happens in the Service Department and understanding how each step in the process impacts the next along with the final result is a useful thing to know.

### Outcomes:

- Participants will be equipped with an awareness of the main KPI's that are used in the Service Department and know how they are calculated.
- A firm understanding of the KPI's will allow participants to recognise the drivers behind each KPI and how they can impact results.



eLearning



25 mins

**Prerequisite:**  
BFSA051

Code: BFSA061

# 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.



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## **Interactive and Engaging:**

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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.



# The Automotive INDUSTRY'S FAVOURITE LEARNING MANAGEMENT SYSTEM.

Revolutionise the way you train and retain skilled staff!

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Version 1.0 | March 2024

Blue Flag Course Code  
BFSA101.01

