



Central Missouri Chapter

Service Advisor Training: Communicating Excellence

in-person training with
Philip Austin

sponsored by



THE IGNITION SPECIALIST™



THE SENSOR SPECIALIST™



Tuesday, Sept 19, 2023



6:30 PM - 8:30 PM



Shakespeare's South
Dodge Room
3911 Peachtree Dr
Columbia, MO 65203

LEARNING OBJECTIVES

This service management training is designed for service management professionals who wish to sharpen their communication skills around engine management related systems that the shop has to service, diagnosis, and repair. Perfecting the communication cycle between you, the tech, and the customer.

The class would provide an interactive experience to test the techniques we are using while adapting to some new ones all while helping you be more confident in communicating effectively with the technicians & your customer.

KEY POINTS COVERED

The science behind communication excellence in the automotive service industry when it comes to:

- The power of the 1st impression while gathering vital information
- How effective are you within the Communication Cycle? Let's put it to the test!
- Handling the WHAT, WHY, WHEN, & HOW MUCH? Let's put it to the test!

Leveraging the 3 Cs (Condition, Cause, and Correction) approach to improve the authorization count. Especially related to engine management quotes and work orders. The customer perception is that you are the Ignition Specialist and or Sensor Specialist. Here is how we will train you to ensure that:

- Reviewing technical terms, you should know in order to explain them to the customer
 - o Ignition related & Sensor related
- Applying the 3 Cs to ensure getting authorization for maintenance & repairs from your customers and the extended service warranty companies.

AUDIENCE TYPE

We welcome those service management professionals who wish to keep their edge in being a effective communicator. Its open to service advisors, shop managers, shop foreman, shop owners, and or technicians that interact with customers.

Register 1 week
before event to
receive \$5 per
registration
discount

Members - \$35
Non-Members - \$50

Includes dinner
and training

for
shop owners,
managers, and
service advisors

Register at **MWACA.org/events**

Questions? **816.413.9800**