



*Automotive Dealership*  
I N S T I T U T E



Curriculum Outline for:

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AUTOMOTIVE SERVICE ADVISOR

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# AUTOMOTIVE SERVICE ADVISOR (Two weeks, 80 clock-hours)

## MODULE 1

### DAY 1 WELCOME

What is a Professional Service Advisor?  
Identifying Service Advisor Responsibilities  
Structure of Retail Dealerships and Service Depts.  
The Culture of a Service Department  
Interaction Between Service, Sales and Parts Depts.  
Industry Trends / Green Technology  
Ethics

### DAY 2 MEETING AND GREETING THE CUSTOMER

Understanding Customer Needs  
“Walk-Around” / Role Play Practice,  
Live Service Drive  
“Walk-Around” Video Training  
Who Will Be Paying for Repairs?  
Obtaining Authorizations for Warranty Repairs  
Alternative Transportation

### DAY 3 INTRODUCTION TO REPAIR ORDERS

Service Advisor Computer Training  
7 Steps for Effective Write-Up  
The R.O. and Service Drive Sales  
The Three C's  
Vehicle Identification Numbers  
“Walk-Around” / Role Play Practice,  
Live Service Drive  
“Walk-Around” Video Training

### DAY 4 THE VALUE OF A TECHNICIAN

Diagnosing the Problem  
Interpreting Technician Notes  
Service Acronyms and Terms  
Pay Plans  
Technician Efficiency  
“Walk-Around” / Role Play Practice,  
Live Service Drive  
“Walk-Around” Video Training

### DAY 5 SCHEDULING APPOINTMENTS

Quality Control  
Delivery  
Preparing Estimates  
Follow-Up  
Working With Fleet Accounts  
Service Advisor Computer Training  
“Walk-Around” / Role Play Practice,  
Live Service Drive  
“Walk-Around” Video Training

## MODULE 2

### DAY 6 ON-GOING EDUCATION

Kaizen - Philosophy of Continuous Improvement  
Learning to Educate the Customer  
Vehicle Operation  
Understanding Laws and Regulations  
Ecological Best Practices / OSHA Compliance  
Service Advisor Computer Training  
“Walk-Around” / Role Play Practice,  
Live Service Drive  
“Walk-Around” Video Training

### DAY 7 CUSTOMER SATISFACTION INDEX (CSI)

CSI Certification  
Customer Expectations  
Fixed Right the First Time  
Building Trust  
Dealing With An Upset Customer  
Service Advisor Computer Training  
“Walk-Around” / Role Play Practice,  
Live Service Drive  
“Walk-Around” Video Training

### DAY 8 THE SALES PROCESS

Understanding Features and Benefits  
Up-Selling and the Use of Service History  
The Use of Menus  
Value-Price Leaders  
Selling Value  
Overcoming Objections  
Tips  
Service Advisor Computer Training  
“Walk-Around” / Role Play Practice,  
Live Service Drive  
“Walk-Around” Video Training

### DAY 9 THE PROFESSIONAL ADVANTAGE

The Value of Building Rapport  
Telephone Procedures and Their Importance  
Communication and Its Importance  
Alternative Dealerships  
Active Delivery  
Goals  
Service Advisor Computer Training  
Meet & Greet / Walk-Around Video Final Exam

### DAY 10 WORKING SERVICE DRIVE

Field Trip / Working Service Drive  
Resume Building and Interview Techniques