

# What Every Shop Owner Needs to Know About Their Advisors

By Doris Barnes & Jen Monclus

Elite

San Diego, CA



Elite

## “What Every Shop Owner Needs to Know About Their Advisors”

By Doris Barnes and Jennifer Monclus of Elite

Elite

### Top 6 Service Advisor Concerns

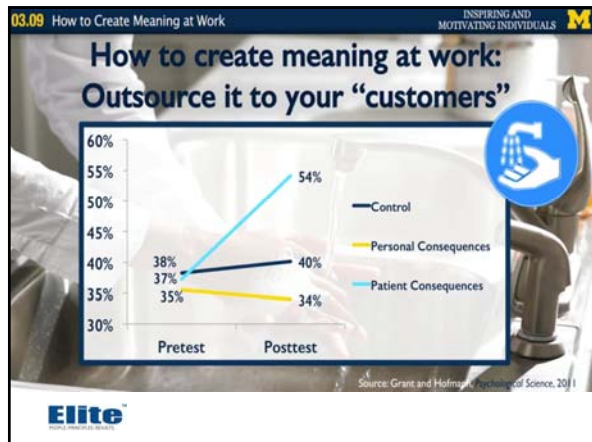
1. Service advisors wish they felt a greater sense of purpose in their work.
2. They want to know what you expect of them in clear terms.
3. They want to be recognized when they meet the mark.
4. They want you to encourage their development.
5. They want your shop to have a consistent customer service approach.
6. They don't necessarily understand or believe in your pricing structure.

Elite

### #1- Advisors Wish They Felt a Greater Sense of Purpose in Their Work

- Get your advisors involved in the development or refinement of your company mission statement and company core values.
- Regularly reinforce these messages.
- Share how the work they do impacts the lives of others.

Elite



### #1 Sense of Purpose- Continued...

- Get your advisors involved in the development or refinement of your company mission statement and company core values.
- Regularly reinforce these messages.
- Share how the work they do impacts the lives of others.
- As a leader, show your passion about the company mission and purpose.

Elite

### #2- Advisors Want to Know What You Expect in Clear Terms

- Be sure to set clearly defined goals.
- Articulate behaviors that lead to reaching those goals.
- Once you set the goals, pay attention and regularly review performance.



### #3- Advisors Want to be Recognized When They Meet the Mark

- "If a bell rings and no one was there to hear it, it never rang."
- A Gallup Study
- Look for opportunities to reward behavior.
  - Set daily car count and sales goals.
  - Do weekly repair order reviews.



### Repair Order Review- Objectives

- To recognize wins
- To build confidence
- To create accountability
- To build a new habit of objectively thinking through gained and lost sales
- To ensure that ideas for how to improve the sales process are Jen's, not mine
- To cause Jen to take ownership of other difficult sales in the future
- To let Jen know that I care about her

### #3 Advisor Recognition...Continued

- "If a bell rings and no one was there to hear it, it never rang."
- A Gallup study
- Look for opportunities to reward behavior.
  - Set daily car count and sales goals.
  - Do weekly repair order reviews.
  - Share success stories and spotlight advisors in meetings.



### #3 Advisor Recognition...Continued

- Put reminders in your calendar to praise them.
- Make it a top priority to develop your skill set as a manager.
- Never forget your single greatest asset.



### #4- Advisors Want You to Encourage Their Development

- Ask your advisors what goals they have set for themselves.
- Ask yourself what you can do to help them reach these goals.
- Mandate training and pay close attention to the effort that your advisors put in.
- Encourage advisors when they try and fail. They fear letting you down.



**#5- Advisors Want to Have a Consistent Customer Service Approach, Company-Wide**

- Service advisors often deal with peer pressure when implementing newly taught behaviors.
- Choose a training program that you feel matches your company culture and ethics.
- Once chosen, stand behind it 100% and let the entire team know the direction that you want them to take.
- Management support will give advisors confidence to battle peer pressure.



**#6- Advisors Don't Necessarily Understand or Believe in Your Pricing Structure**

- Bear in mind that your advisors are getting price pressure all day long.
- Service advisors aren't business owners, so they have no idea what it takes to run a company.
- You can't effectively sell something that you don't believe in.



Thank You Pro Service Colleagues!

