

FOR THE SERVICE MANAGER

Running Service Mastery for Advisors with your team

Twelve chapters, one a week, taught by John Fairchild on video and coached by you on the drive. This guide is the whole job in two pages: what the course contains, the weekly cadence, and what to look for after each chapter.

What is in the course

- **Twelve video chapters**, each under fifteen minutes, in the order below.
- **A four-question quiz** after every chapter. Retakes are allowed; the point is recall, not a grade.
- **A one-page worksheet** for every chapter, printed from the lesson. It scores each point 1 to 5 and ends with two questions to bring to a one-on-one.
- **A final assessment** of twenty questions. Eighty percent passes and issues the certificate of completion.

What you do each week

1. **Monday:** tell the team which chapter is this week's. Fifteen minutes, on their own or together in the morning huddle.
2. **Midweek:** use the ten-minute training slot to talk through one point from the chapter. Ask, do not lecture.
3. **Every day:** watch for the one thing in the table below. That is the coaching for the week.
4. **Friday:** collect the worksheet in the one-on-one. Read the two answers at the bottom before you say anything.

GETTING THE TEAM IN

Send the roster from the Academy page at fairchildautomotivesolutions.com/academy. Each advisor gets a login by email, signs in, and opens the course from their dashboard. Progress is tracked per person, and you can see who has finished which chapter under My Courses when you are signed in as the manager.

Reading the worksheets

- **A row of 5s** is not the goal. An advisor who scores everything 5 has not read the chapter. Ask for the one they would drop a point on.
- **A 1 or a 2** is a coaching topic, not a performance problem. Put it on the drive for a week and score it again.
- **The two questions at the bottom** are the part to read. They tell you what the advisor thinks the chapter asked of them.

Watching together or alone

- **Together** works for a team of three or more with a quiet fifteen minutes in the morning. It gets the vocabulary in the room.
- **Alone** works for shift teams and new hires. Set the deadline for Thursday so the worksheet is done before the one-on-one.
- **New hires** start at Chapter 1 whenever they arrive. The course is built to be run again.

ONE CHAPTER A WEEK

	CHAPTER AND THE LINE TO REMEMBER	WHAT TO WATCH FOR ON THE DRIVE THIS WEEK	TAKE-HOME
01	The Essential Traits of a High-Performance Advisor Customers return for people, not buildings.	Which of the 12 traits each advisor already owns, and the one they do not.	12 Traits Self-Evaluation
02	The 10-Minute Training Expansion Techniques create short-term wins. Tenets create long-term trust.	Are recommendations made consistently, or only when the advisor thinks the customer will say yes?	Chapter 2 Worksheet
03	Creating Value Without Pressure Pressure pushes. Value aligns.	Does the longevity question get asked at write-up, and are bundles priced before the call?	Chapter 3 Worksheet
04	A Day in the Life: The Advisor Blueprint Control the day before the day controls you.	Is the advisor's day run from a plan, or from whoever walks in next?	Chapter 4 Worksheet
05	Mastering the Service Sales Flow Customers don't experience your intentions. They experience your actions.	Where in the twelve stages does the RO stall: discovery, presentation, or commitment?	Chapter 5 Worksheet
06	Product-Specific Presentations If you present outcomes, you create value conversations.	Are tires, brake fluid and batteries presented as protection, or read off as line items?	Chapter 6 Worksheet
07	Trust as a Tool Customers don't stay loyal to buildings. They stay loyal to people.	Does the customer leave knowing the advisor's name?	Chapter 7 Worksheet
08	Post-Visit Follow-Up Systems Persuasion is momentary. Consistency compounds.	Is declined work documented with urgency and a follow-up date, or lost on the RO?	Chapter 8 Worksheet
09	Digital Communication Mastery Tools don't build trust. You do. Execution does.	Read five texts and five emails sent this week. Are they clear, complete and consistent?	Chapter 9 Worksheet
10	Emotional Intelligence and De-Escalation Discounting is not de-escalation. Clarity is.	When a customer is upset, does the advisor listen and own it, or reach for a discount?	Chapter 10 Worksheet
11	DMS Documentation Excellence If it's not documented clearly, it didn't happen clearly.	Flip ten ROs. Can you tell the complaint, cause and correction without asking anyone?	Chapter 11 Worksheet
12	Advisor Career Path and KPIs Your scoreboard is your resume. Your metrics speak long before you do.	Does each advisor know their own numbers this month without looking them up?	Final Assessment (20 questions, 80% to pass)

WHEN THE TWELVE WEEKS ARE DONE

Every advisor sits the final assessment. Anyone below eighty percent re-watches the chapters they missed and sits it again. Certificates print from the course page. Then the course starts over for the next hire, and the ten-minute slot keeps going with the Process Library.