

# Service Management Academy

## 14 week Agenda



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### CONTENT LOCATION:

Classroom: [classroom.google.com](https://classroom.google.com)

Meeting Room: [meet.google.com](https://meet.google.com)

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### Meeting 1

Introduction - Instructor, student, course and concept

- Who is GC
- What is SvMTA
- Personal Intros
- 60-30-10
- Steps of an RO
- Coordinator

Homework: Growth Aspirations

### Meeting 2

Service Economics - Composite Geography

- Lemonade Stand Economics
- Composite Geography
- Composite Review
- Dealer Discussions Intro

Homework: Business Overview & History

### Meeting 3

Process - From Drop off to Dispatch

- Relationship
- F.O.R.M.
- F.O.R.M. Role Play
- Waltz

Homework: Key Growth Factors

### Meeting 4

Process - From Staging to Y.M.C.A.

- Stage & Inspect
  - Y.M.C.A.
  - Y.M.C.A. Practice
  - Swings
  - Swings Role Play
  - Discounting Calculation
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- Accessory Selector

Homework: Accessory Selector & YMCA 3 Uploads

## Meeting 5

Process - From Completion to Follow-Up

- Better Diagnosis
- Technicians
- Non-billable time
- QC / Expeditor
- Sharing Exes
- Follow-up Good/Bad/Ugly

Homework: Resources

## Meeting 6

Composite Review & Hot Topics

- Composite reviews
- Led by Max

Homework: Implementation Commitments

## Meeting 7

Process - Scoreboards

- Jobs & Hours / Invoice
- Efficiency & Proficiency
- Lineup
- Lineup Board
- Service Manager's Job
- Scheduling
- Time DUMP intro

Homework: Task Dump

## Meeting 8

Structure - Job Descriptions and Opportunities

- Key Takeaways
- Time Management
- Purpose to Task
- Target Profit
- Opportunity Worksheet

Homework: Job Description

## Meeting 9

Structure - Hiring and Training

- PALS
- Train & Hire
- Career Paths



- Orientation & Training
- Tech levels / Aptitude

Homework: Hiring & Training

## Meeting 10

Structure - Risk, Seasonality and Marketing

- Risk
- Mapping Seasonality
- Building plans based on demand
- Driving demand where we need it
- Marketing to drive demand

Homework: Seasonality Analysis

## Meeting 11

Composite Review & Hot Topics

- Composite Review
- Led by each manager
- Dealer Discussions Intro

Homework: Implementation Commitments

## Meeting 12

Culture - Stress, Sales vs Service

- Stress / Talk to the Manager
- Techs are Rockstars
- Sales Vs Service
- ESI drives CSI

Homework: You Are The Leader

## Meeting 13

Culture - DREAM, Change Leadership

- D.R.E.A.M.
- Change Leadership
- Student Presentations

Homework: Action for Growth Presentation Prep & Presentation Template

## Meeting 14

Culture - Student Presentations

- Student Presentations
- Retool your Presentation