Service Management Academy
14 week Agenda

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CONTENT LOCATION:
Classroom: classroom.google.com
Meeting Room: meet.google.com

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

- 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