



2017 Course Catalogue

Finance & Insurance • Sales • Service



Learning & Development

plays a critical part in preparing dealership staff for the competitive challenges of the automotive industry



2017 Course Catalogue

Finance & Insurance

Sales

Service

Canadian Provincial Job Grant

Access up to \$10,000 in training!

If you are looking to develop the skillset of your organization, find out how the Canadian Provincial Job Grant offers employers training incentives.

Access up to \$10,000 or 2/3 of the Cost of Developing the skills and knowledge of your Employees!

Sym-Tech dealer clients are already taking advantage of this great opportunity to maximize their training investments. Formal training has proven to increase overall business performance. Train your workers and watch your business and team succeed!

To learn more about how the grant works in your province, visit:

www.esdc.gc.ca/en/job_grant/info.page

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Introduction

Letter from Our President



Our goal is to develop talented dealer staff, assist dealers to increase performance and drive higher CSI.

Since 1971, Sym-Tech Dealer Services has worked with Canadian automobile dealers offering profit-producing products and programs. Our Learning & Development Centre™, established in 2010 offers an extensive curriculum to support the needs of the Dealerships' F&I, Sales and Service departments.

Changing demographics, new technologies and evolving consumer buying preferences are impacting the automotive retail landscape. Dealers are operating in an increasingly complex environment as they adapt to meet shopping and buying preferences of a spectrum of consumers ranging from millennials to boomers.

Our talented and experienced team is committed to delivering the most relevant and effective training programs in the industry. Attendees return to the dealership with insights, understandings and processes that drive improved and consistent performance.

The courses in this catalogue are designed to address your people development needs and ultimately support your dealership's success. Our goal is to develop talented dealer staff, assist dealers to increase performance, and drive higher CSI.

A handwritten signature in black ink that reads "Chris Cawston". The signature is fluid and cursive, written in a professional style.

Chris Cawston, CPA, CA
President & General Manager,
Sym-Tech Dealer Services



Course List

To inquire about available dates please visit our website:
sym-tech.ca/en/fi-training-and-development

2017 Course Calendar | Partial Listing

Please visit our website for a complete list of available training dates for 2017.

www.sym-tech.ca/en/fi-training-and-development

Date	Course Duration	Course Title
JANUARY 2017		
9 th – 13 th	5 Days	Maximizing Performance for the Business Managers Part 1
17 th – 18 th	2 Days	Service Sales Consultant (SSC) Certification
24 th – 27 th	4 Days	Target Automotive Sales
FEBRUARY 2017		
6 th – 10 th	5 Days	The Hybrid F&I
7 th – 10 th	4 Days	Target Automotive Sales
13 th – 17 th	5 Days	Maximizing Performance for the Business Managers Part 1
21 st – 22 nd	2 Days	Service Sales Consultant (SSC) Certification
MARCH 2017		
7 th – 8 th	2 Days	Maximizing Performance for the Business Managers Part 2
14 th – 17 th	4 Days	Target Automotive Sales
20 th – 24 th	5 Days	Maximizing Performance for the Business Managers Part 1
APRIL 2017		
4 th – 5 th	2 Days	Service Sales Consultant (SSC) Certification
10 th – 13 th	4 Days	Target Automotive Sales
17 th – 21 st	5 Days	Maximizing Performance for the Business Managers Part 1
MAY 2017		
1 st – 5 th	5 Days	The Hybrid F&I
9 th – 12 th	4 Days	Target Automotive Sales
15 th – 19 th	5 Days	Maximizing Performance for the Business Managers Part 1
JUNE 2017		
6 th – 9 th	4 Days	Target Automotive Sales
12 th – 16 th	5 Days	Maximizing Performance for the Business Managers Part 1
20 th – 21 st	2 Days	Service Sales Consultant (SSC) Certification
27 th – 28 th	2 Days	Maximizing Performance for the Business Managers Part 2

Course List

To inquire about available dates or for regional training sessions please visit our website sym-tech.ca/en/fi-training-and-development. In-dealership sessions are available upon request.

Course Name	Location	Attendance Availability
FINANCE & INSURANCE		
Maximizing Performance for Business Managers Part 1	Richmond Hill, ON Montreal, QC Calgary, AB*	Finance Directors Business Managers
Maximizing Performance for Business Managers Part 2	Richmond Hill, ON Montreal, QC Calgary, AB*	Finance Directors Business Managers
The Hybrid F&I (Business Manager/Sales Associate)	Richmond Hill, ON Montreal, QC Calgary, AB*	Business Managers Sales Associates
Special Financing (Near/Subprime)	Richmond Hill, ON Montreal, QC Calgary, AB*	General Managers Dealer Principals Sales Managers Business Managers
SALES & MANAGEMENT		
Target Automotive Sales	Richmond Hill, ON Montreal, QC	Sales Managers Sales Associates
Certified Pre-Owned (CPO)	Richmond Hill, ON Montreal, QC Calgary, AB*	General Managers General Service Managers Pre-owned Sales Managers Sales Managers Sales Associates
Effective Time Management	Richmond Hill, ON Montreal, QC Calgary, AB*	General Managers General Service Managers Sales Associates Finance Directors Business Managers Sales/Service/Desk Managers Internet Sales Managers
Coaching for High Performance	Richmond Hill, ON Montreal, QC	General Managers General Service Managers Finance Directors Business Managers Managers
Sales Leadership Effectiveness	Richmond Hill, ON Montreal, QC	General Managers General Service Managers Finance Directors Business Managers Managers
FIXED OPERATIONS		
Service Sales Consultant (SSC) Certification	Richmond Hill, ON Montreal, QC	Service Advisors Service Managers

* Regional Training



Learning & Development Centre™ Training Room



Training Team Overview

Learning & Development Centre™ Team



Successful dealerships recognize that their people are their greatest asset. Highly skilled, high performing employees give organizations the needed competitive edge in today's changing automotive marketplace. Investing in employees through relevant, performance-based training achieves solid, measurable results.

At our Learning & Development Centre™, interactive learning strategies and best in-class training techniques are employed to ensure participants are able to perform the requisite skills proficiently and with confidence upon returning back to the dealership.

The retention level of knowledge and application at the dealership after training is very high as we use a sustainable training model that ensures new skills are applied routinely on-the-job.

Our talented and experienced team delivers a rewarding, results driven learning experience. Courses are offered in both English and French at our locations in Toronto, Montreal and Calgary as well as regionally. On-site facilitation, as well as customized program development are available upon request.

Our team looks forward to working together with you to achieve great performance results!

A stylized, handwritten signature in black ink, consisting of several overlapping loops and horizontal strokes.

Tina Lombardo
Director, Learning and Development

As the Director of the Learning & Development Centre™, Tina Lombardo brings over 15 years of experience and expertise in adult learning and talent development. Through her experience as a learning and development leader, leadership coach and performance consultant, Tina has helped companies achieve enhanced performance, productivity and job satisfaction through the implementation of innovative training and development programs.

Tina is bilingual, holds a Master's Degree in Linguistics, an Adult Education Certificate and is an accomplished and professionally trained coach for c-suite, executive and sales leaders.

Learning & Development Centre™ Team



Derek Sloan

Vice President for Eastern Ontario and Eastern Canada & Facilitator

Derek has almost 20 years of automotive industry experience which he combines with his ability and commitment to train and develop people. He has assisted many in the industry grow their talents, increase their skills and advance their automotive careers. His previous roles include F&I, sales, sales manager, general manager and dealership partner. Derek strives to ensure participants' growth and learning achieved during training translates to results back at the dealership. Derek is bilingual and facilitates in both English and French.



Jacqueline Dollemont

Senior Facilitator, Richmond Hill

Jacqueline has over 15 years of experience in the automotive industry and has held several positions such as business manager, sales associate and sales manager. Combining this wealth of industry experience with her knowledge of adult learning, Jacqueline has a great deal to offer each and every one of the participants. As a senior facilitator, Jacqueline strives to inspire and assist people to achieve and reach their potential through incorporating fun and laughter. Her favorite thing is to witness those "AHA!" moments that participants experience when new learning occurs.



Marlene Petit

Senior Facilitator, Montreal

Marlene is a senior facilitator with over 28 years of experience in the automotive industry. She combines her extensive automotive experience with well-developed training skills. With years of in-store training and coaching to improve dealership performance, Marlene realizes the importance of achieving results and ensuring a great customer experience. Marlene's passion for her work, high energy and desire to support and develop others enables her to share her knowledge and experience in a relevant and dynamic way with course participants. She is fluent in French and English which allows her to facilitate classes in both languages at our Montreal and Toronto locations.

Learning & Development Centre™ Team



Burton Wright
Facilitator

Burton has been in the auto industry for 15 years in various roles including sales and F&I. His high energy and positive attitude are combined with professionalism and a willingness to assist others to achieve success. For Burton, the Learning & Development Centre™ is a professional space that makes learning interactive and fun for the participants. Burton strongly believes in the value of teamwork and that “none of us is as good as all of us”. He contributes to participant success by sharing his in-depth expertise and leveraging the collective knowledge of others in a group learning atmosphere.



Barry Gould
Facilitator

Barry brings with him more than 45 years of automotive experience in team management, fleet operations, manufacturing and automotive services. He has experience in dealership compliance audits including Certified Pre-Owned Compliance programs in Canada and the United States. Previously, Barry was a senior team member with Manders’ Appraisals and DataScan Field Services. Barry is a graduate of the General Motors Institute for Automotive Management program at Western University.



Sofia Afanasev
Lead Program Coordinator

Sofia is directly involved with the coordination, registration, and logistics of our comprehensive training courses. She oversees the day-to-day operations that enhance the learning experience for participants. As the primary point of contact, her focus is to ensure that clients’ needs are met and that they receive the best training experience possible. Sofia’s favourite aspect of the Learning & Development Centre™ is the people and the commitment to the on-going support and success, both in class and back at the dealership afterwards.

Learning & Development Centre™ Team



Diana Mihajlovska
Content Development

Diana's primary focus is to develop, organize, edit, and maintain all of the content for each training program. She is dedicated to ensuring course content is performance-based, relevant and that it captures the industry's best practices. Diana's favourite aspect of the training courses is seeing the confidence and tangible growth of the participants. She has witnessed firsthand the proven training and development processes that are utilized at the Learning & Development Centre™.



Michelle Fox
Content Development

Michelle manages and coordinates creative direction and program design. She assists in the creation of professional, relevant and engaging course materials. She appreciates the input and suggestions provided by course participants and incorporates feedback to ensure ongoing enhancements are integrated.



Arrianna Singh
Program Coordinator Assistant

Arrianna is involved in assisting both the Lead Program Coordinator and the Facilitators in maintaining efficiently run program. She is responsible for participant care, materials distribution and ensuring that time spent at the Learning & Development Centre™ is a pleasant experience. Her goal is to establish an optimal participant experience during each and every session.

**Only perfect practice
makes perfect**

- Vince Lombardi



Course Offerings



Learning & Development Centre™ Servery & Lounge

Maximizing Performance for Business Managers | Part 1

Duration
5 Days

***Prerequisite**
None

Who Should Attend
Finance Directors
Business Managers

Overview

The Maximizing Performance for Business Managers | Part 1 is a course that targets Business Managers who want to present 100% of products 100% of the time to 100% of the customers in the business office, increase their effectiveness & income, remove concerns of potential liability, increase customer retention, improve CSI, and increase gross profit per vehicle.

The intensive 5-day course focuses on the process and selling methods used in the Finance & Insurance Department and integrates techniques proven to enhance F&I revenues. Special emphasis is placed on rigorous group exercises and interactive role-play activities. To ensure success, in-class learning is reinforced afterwards at the dealership with on-going support and follow-up.

What you will learn

- Demonstrate a non-confrontational, transparent, and compliant sales process
- Closing techniques based on customer's objections
- How to address and lower resistance in the business office
- To improve presentation skills and confidence

Key Topics

- **The Finance & Insurance Department**
 - Dealership organization
 - Responsibilities of the Business Manager
 - Review of forms
- **The Turnover**
 - Quality vs. quantity
 - Why or why not T.O
 - Responsibilities to the sales department
- **The Interview**
 - Reasons for the interview
 - Effective questioning
 - Steps to the interview
- **Psychology of Selling**
 - Steps to the sale
 - Closing options
- **Retail Presentation**
 - Question, statements, and objections
 - Presentation process
 - Types of customers
- **Conversions**
 - Reasons for ineffectiveness
 - Conversion feature
 - Conversion process
- **Cash Conversions**
 - Comparing cash, financing, and leasing
 - Pros and cons
 - Common questions and answers
- **Product Sales**
 - In-depth review of all products sold in the F&I office

Locations

Richmond Hill ON, Montreal QC, Calgary AB

Course Fee

\$ 1,895.⁰⁰ + HST

Registration

905.889.5390 ext. 2310 or slc@sym-tech.ca

* **Maximizing Performance for Business Managers is available for Sym-Tech Dealer Services dealer clients only.**



“A lot was riding on the success of our business office. We needed a proven process that...would match the culture of our dealerships. Sym-Tech’s F&I process has proven to be positive on both of these fronts. Just as importantly the improvement has not stopped thanks to their continuous on-going support”

BILL JOHNSTON
Vice President



Maximizing Performance for Business Managers | Part 2

Overview

The Maximizing Performance for Business Managers | Part 2 is a course that targets Business Managers who want to enhance their ability to speed up the F&I process, customize options for customer's needs, build trust & provide full disclosure, and make the customer feel comfortable.

The rigorous 2-day training course focuses on enhancing the skills learned during the Part 1 training program and advanced closing techniques. The program emphasizes the tools and skills necessary for experienced F&I Managers to maximize profitability in the dealership and enhance customer loyalty.

What you will learn

- Refine your presentation using a non-confrontational sales process
- Use advanced closes to overcome the most challenging objections and resistance
- Discover best practices to better deal with rate concerns during your presentation
- Apply proven up-selling techniques to improve your results

Key Topics

- **The Interview**
 - Effective questioning
 - Product guidance
 - Steps to the interview
- **Retail Presentation**
 - Dealing with rate concerns
 - The 100% concept
 - The presentation process
- **Advance Closing Process**
 - Statements, questions, and objections
 - Facing resistance
 - Additional up-sells
 - Customizing a close
- **Psychology of Selling**
 - Steps to the sale
 - Closing questions
- **Product Sales**
 - In-depth review of all products sold in the F&I office

Locations

Richmond Hill ON, Montreal QC, Calgary AB

Course Fee

\$ 1,095.⁰⁰ + HST

Registration

905.889.5390 ext. 2310 or slc@sym-tech.ca

Duration
2 Days

***Prerequisite**
Yes

Who Should Attend
Finance Directors
Business Managers

* **Prerequisite: Must have attended Maximizing Performance for Business Managers | Part 1. Maximizing Performance for Business Managers is available for Sym-Tech Dealer Services dealer clients only.**



“Sym-Tech and Silver Star (Mercedes-Benz) have a very special relationship. They implemented a killer F&I process that has enabled us to reach our gross profit goals much quicker than expected. We look forward to years to come with our new F&I partner.”

ROB GIROUARD
General Manager



The Hybrid F&I

(Business Manager/Sales Associate)

Duration
5 Days

Prerequisite
None

Who Should Attend
Business Managers
Sales Associates

Overview

The “Hybrid Business Manager” is a sales approach that combines the role of the sales person and the role of the Business manager into a single point of contact with the customer. This course targets dealerships who wish to adapt an integrated sales approach, eliminating the “turn-over” to the business office and reducing the time required to purchase both the vehicle and F&I products.

By taking this course, participants can increase their effectiveness and income, increase customer retention, improve CSI, increase gross profit per vehicle and deliver a fluid overall experience to customers. The intensive 5-day course focuses on process and selling methods and integrates techniques proven to enhance CSI and F&I revenues. Special emphasis is placed on rigorous group exercises and interactive role-play activities.

What you will learn

- The skills required to perform the sale of the vehicle as well as the sale of F&I products.
- Reducing the overall time to sell a vehicle and F&I products
- Offer customers 100% of store products, 100% of the time
- Be more adept addressing and lowering customer resistance
- Learn how to use professional selling techniques to show value to the customer
- Demonstrate a non-confrontational, transparent, and compliant sales process
- Discover low-pressure techniques to overcome objections

Key Topics

- **Introduction to Automotive Sales**
 - The buying experience
 - Types of customers
 - Lowering resistance
- **Psychology of Selling**
 - Statements, questions, and objections
 - Facing resistance
 - Steps to the sale
- **F&I Retail Presentation**
 - The 100% concept
 - F&I customer presentation
 - Your right, my responsibility
- **Professional Selling Techniques**
 - Building rapport and credibility
 - Meet and greet
 - Understanding your customer
 - Effective questioning
 - Product guidance, features & benefits
- **Product Sales**
 - In-depth review of all business office products.

Locations

Richmond Hill ON, Montreal QC, Calgary AB

Course Fee

\$ 1,495.⁰⁰ + HST

Registration

905.889.5390 ext. 2310 or slc@sym-tech.ca



“I have been a Business Manager for 15 years and I thought I had experienced all the training available. After going through the programs at the learning centre, I was able to increase my results and give better performance to our dealer customers.”

BUSINESS MANAGER

October 7th, 2015

Special Finance (Near/Subprime)

Overview

Special financing near/subprime represents nearly 30% of the Canadian automotive buying market and is a significant business opportunity for dealerships in Canada. This course is for Sales Managers, Business Managers and General Managers looking to increase sales and profit, gain more customers, access more referrals, repeat business, and improve their CSI.

Taking this course provides the opportunity to gain the necessary knowledge, skills, and tools to service the special financing needs of clients. Emphasis will be placed on credit approval steps and lender criteria within the sales process, inventory management, and lead generation strategies to address the special financing needs customer. Over the 3 days, participants will engage in rigorous and interactive group learning activities designed to ensure they are equipped to support the process of getting special finance customers approved.

What you will learn

- Understand the credit consulting responsibilities during the sales process and the benefits for the customer with special financing needs
- Apply a client-centric sales process to pre-approve clients for special financing
- Use specific steps to receive funding from lenders before delivery of the vehicle
- Determine and source appropriate inventory for the special finance customer
- Use lender-specific guidelines and criteria to build a strong case with lenders to get clients approved
- Discover proven lead-generation strategies and ways to measure marketing activities

Key Topics

- **Introduction to the Finance Market**
 - Foundations & benefits of near prime customer base
 - Terms & aspects of the Subprime Industry
 - Effective operations within the sales team
- **Sales Process**
 - Integration of near prime customers into the sales process
 - Increasing grosses for dealerships
 - Overcome common objections
 - Strategies to enhance the overall buying and customer experience
- **Lenders in the Market**
 - What lenders are looking for
 - Processing paperwork
 - Structuring the deal
- **Explore Inventory Selection and Management**
 - Identifying customer's needs and vehicle selection
 - Increasing sales and customer contact and show rates

Duration
3 Days

Prerequisite
None

Who Should Attend
General Managers
Dealer Principals

Business Managers
Sales Managers

Locations

Richmond Hill ON, Montreal QC

Course Fee

\$ 1,495.⁰⁰ + HST

Registration

905.889.5390 ext. 2310 or slc@sym-tech.ca



“Sym-Tech was able to provide us with an F&I process template, that we could plug-in, and play. It allows us to have a transparent process, that empowers the customer, and drives F&I results. If you execute their process, and don’t get the results.... You’re doing it wrong.”

ADAM TONER
President/General Manager



Target Automotive Sales

Overview

Target Automotive Sales focuses on the TARGET Sales Model to develop professional selling skills. The Target Automotive Sales course is for sales professionals who would like to see immediate results, increase their effectiveness & income, become better at handling objections, increase customer retention and improve CSI. This course is for anyone new to dealership sales or more experienced sales professionals who may not have had formalized sales training in the past.

This course takes a focused approach which is driven by a proven process and the right tools to become more effective. This program uses extensive role-play activities to reinforce the learning process. After attending this course, the participant will be more skilled, competent and confident, instilling greater trust and credibility with their customers.

What you will learn

- Explain the three pillars to TARGET
- Establish rapport and credibility using professional selling techniques
- Discover when, why and how to ask for help in the dealership
- Apply the sales process to new and used vehicles
- Actively prospect for new clients to build your business as opposed to waiting for business

Key Topics

- **Professional Selling Techniques**
 - Understanding the TARGET sales model
 - Psychology of selling
- **Effective Questioning Techniques**
 - Broad questions
 - Specific questions
 - Narrow questions
- **Handling Objections**
 - Difference between questions, statements, and objections
 - Types of objections
 - Three step to handling objections
- **TARGET Sales Model**
 - Temperature (meet and greet)
 - Analyze
 - Reasons for buying
 - Guaranteed solutions
 - Enlist buyer commitment
 - Track and follow-through

Duration
4 Days

Prerequisite
None

Who Should Attend
Sales Managers
Sales Associates

Locations

Richmond Hill ON, Montreal QC

Course Fee

\$ 995.⁰⁰ + HST

Registration

905.889.5390 ext. 2310 or slc@sym-tech.ca



“Sym-Tech’s “wow factor” is their program consistency – a distinguishing characteristic we value highly. What impresses me the most is their ability to present all of the same products, exactly the same way, all of the time, to all of our guests.”

SUSAN GUBASTA
Dealer Principal

MISSISSAUGA
 **TOYOTA**

Certified Pre-Owned (CPO)

Overview

The Certified Pre-Owned (CPO) Sales Training course is designed to help Sales Associates, Sales Managers, and General Managers leverage the CPO program to help them increase their bottom line from higher sales and service revenue. This course explores specific elements of CPO programs that will help boost used car sales, maximize inventory flow and increase gross profits, while reducing pre-owned and operational costs.

Participants will develop the necessary skills to sell CPO vehicles in today's market environment with a focus on increasing long-term customer loyalty by driving higher results in warranty enrollments and service requirements.

Participants will have the opportunity to enhance their knowledge and skills of CPO through interactive activities such as group discussions, dynamic presentations and role-plays.

What you will learn

- Understand the benefits of a CPO program and impact on dealer operations
- Apply current trends of the CPO market to increase sales
- Use the importance of brand value and consistent sales training
- Discover the impact on customers and increasing customer retention
- Understand how to maximize inventory flow and the benefits of warranty enrollments

Key Topics

- **Today's Used Vehicle Market**
 - Customer wants/needs
 - What is CPO?
 - Today's vs. yesterday's customer
 - Best practices for dealers
- **Analytical Techniques**
 - Dominant buying motives
 - Effective questions
 - Features, benefits, and attributes
 - Corresponding with customers
- **Why CPO?**
 - Value of the program
 - Sales operations
 - Inventory turn rates & holding costs
 - Benefits to other departments
 - Impact on customers and retention rates
- **Closing the Sale**
 - Reasons for an appointment
 - Trial closes
 - Overcoming objections
 - The CPO walk-around
 - Vehicle delivery & follow up

Duration
1 Day

Prerequisite
None

Who Should Attend
GMs/GSMs
Sales Managers
Sales Associates

Locations

Richmond Hill ON, Montreal QC, Calgary AB

Course Fee

\$ 395.⁰⁰ + HST

Registration

905.889.5390 ext. 2310 or slc@sym-tech.ca



“We love the consistency that Sym-Tech’s Customer Advantage Plan provided to our Business Managers. And, the structured process and continuous training and implementation made all the difference. Our business office performance has increased significantly.”

JOHN ATTRELL
Dealer Principal



Effective Time Management

Overview

Time Management can be a challenge for everyone in the workplace. This course is designed for those who want to learn how to address time management challenges, optimize their time, be more productive on a daily basis and achieve better performance results. By attending this course, participants will have a focused opportunity to increase their overall productivity, free up needed time for high-value activities, minimize feeling “overwhelmed” and develop their overall ability to prioritize effectively.

In this course, the participants will be exposed to practical time management tools and tips that will help them be more productive and skilled at prioritizing activities and managing their time effectively. During this workshop, participants will engage in interactive group discussions and group work using specific tools to improve their time management ability.

What you will learn

- Know where you are spending your time routinely
- Identify high-value activities that have the greatest impact on your performance and productivity
- Identify common time wasters and develop strategies to overcome them
- Establish clear goals and prioritize activities to optimize your time and increase your productivity
- Know how to leverage technology to help you be more efficient and productive

Key Topics

- The costs of poor time management
- The importance of valuing your time
- Common time management challenges
- How to overcome the most common time-wasters
- Setting daily, weekly, monthly goals and objectives
- Prioritization of tasks and activities
- Tools and tips for better time management

Locations

Richmond Hill ON, Montreal QC, Calgary AB

Course Fee

\$ 295.⁰⁰ + HST

Registration

905.889.5390 ext. 2310 or slc@sym-tech.ca

Duration
1 Day

Prerequisite
None

Who Should Attend
GMs/GSMs
Sales Associates

Business Managers
Finance Directors
Internet Sales Managers
Sales/Desk Managers
Service Managers



“This is a quick note to say “thank you” for the valuable information my business managers garnered at the Business Managers class. It was entertaining, informative and most importantly relevant. We put all the training into action — the improved CSI in our F&I office were outstanding, and we observed great results in the first week.”

AMY SCHLUETER
Vice President



Coaching for High Performance

Overview

This course is for anyone who leads, trains, coaches or who has the opportunity to influence others towards action and results. Coaching is a necessary activity for achieving and surpassing performance targets in the dealership.

In this course, the participants will be exposed to critical coaching skills, techniques, universal best practices and tools which make them more effective in driving high performance and retaining top talent. This is a rigorous and highly experiential 2-day session where participants are exposed to many interactive and practice-based activities such as group discussions and “role-plays” to hone their coaching skills.

What you will learn

- Achieve a heightened awareness about yourself as a coach and the strengths you bring to coaching
- Know when to use coaching to optimize performance amongst your team
- Be more adept at gaining commitment and inspiring others towards action
- Conduct impactful performance conversations using a collaborative and action-oriented coaching conversation model
- Discover qualities and behaviours that will help you build trust and credibility with those you manage/lead/supervise/influence

Key Topics

- **The importance of Coaching**
 - What is coaching?
 - Why coach?
 - Risk of not coaching
 - What effective coaches do
- **When is coaching most effective**
 - Difference between directing/advising/training/Coaching
 - Moving from the problem solver to the facilitator of problem solving
 - Situations where coaching is most useful
- **Knowing Yourself as a Coach**
 - Building trust
 - Self-managing
 - Your strengths and communicative style
- **Overall Coaching Process**
 - Frequency & follow-up
 - The coaching conversation model
- **Deep listening skills**
 - The importance of being present in coaching
 - Levels of listening
 - Listening to understand vs. listening to reply
- **Powerful questioning techniques**
 - Types of questions
 - Powerful questioning techniques
- **Giving Feedback**
 - Types of feedback
 - The importance of feedback
 - Balanced feedback model / process

Duration
2 Days

Prerequisite
None

Who Should Attend
Managers

Locations

Richmond Hill ON, Montreal QC

Course Fee

\$ 695.⁰⁰ + HST

Registration

905.889.5390 ext. 2310 or slc@sym-tech.ca

**None of us
is as good
as all of us**

- Ray Kroc

Sales Leadership Effectiveness

Overview

This course focuses on core best practices necessary to lead a team to strong performance and create a culture of teamwork and productivity. It is recommended for new sales leaders who want to develop foundational skills and acquire essential tools in sales management. Also applies to sales leaders that want to bolster performance, minimize costly staff turnovers, retain key talent and gain greater commitment from their sales team.

Participants will be exposed to critical sales leadership skills, routines and proven leadership strategies in leading, developing and motivating others to achieve desired results and greater productivity. This is a comprehensive 3-day session where participants have the opportunity to engage in various interactive and practice-based activities such as group discussions, case studies, demonstrations and role-plays to develop their sales leadership effectiveness.

What you will learn

- Achieve a heightened awareness about strengths in leading others
- Identify and demonstrate qualities and behaviours that make a great sales leader
- Establish routines to effectively manage team performance and activities
- Discover qualities, behaviours, practices that will help build trust and credibility
- Know when to use training and coaching to develop talent and optimize performance
- Plan an impactful meeting using an engaging and goal-oriented meeting tool.
- Utilize effective ways to create an environment for learning, growth and increased accountability

Key Topics

- **Roles & Responsibilities of a Sales Leader**
 - Leadership styles and leadership modes
 - Sales management activities and routines
 - Knowing yourself as a sales leader
- **Cultivating Trust & Open Communication**
 - Building the relationship
 - The importance of integrity and transparency
 - Listening skills & empathy
 - Getting staff involved
- **Effective Sales Performance Management**
 - Setting expectations and goals
 - Staff scheduling and reporting
 - Delegating
 - Conducting impactful meetings
 - Creating action plans
- **The Importance of Coaching and Training**
 - Difference between coaching and training
 - Identifying performance and development opportunities
 - Key factors in adult learning
 - Different learning styles

Duration
3 Days

Prerequisite
None

Who Should Attend
Managers

Locations

Richmond Hill ON, Montreal QC

Course Fee

\$ 895.⁰⁰ + HST

Registration

905.889.5390 ext. 2310 or slc@sym-tech.ca



“The SSC Certification course is essential for those in fixed operations. I was hesitant in taking this course, as I’ve been in the industry over 35 years but I was amazed at all the things I learned and retained. This service course placed an emphasis on building relationships and improving efficiencies in the service department. The instructor gained instant credibility with us because they worked in the service department for a number of years. I would highly recommend this course to anyone in fixed operations.”

SERVICE MANAGER

June 9th, 2014

Service Sales Consultant (SSC) Certification

Overview

Since the service department sees the most customers on a daily basis, they have the opportunity to be the most profitable department at the dealership. The Service Sales Consultant (SSC) Certification program is a vastly interactive program that concentrates on improving performance and customer retention in the dealership's Service Department.

This course is for anyone in the service department who wants to improve customer satisfaction, increase repeat business and generate more referrals. The program positively changes the way Service Advisors interact with their customers. This course puts an emphasis on case studies and presentations. After completing this course, Service Advisors can return to the dealership with tools and techniques they can implement in their jobs immediately.

What you will learn

- Explain how to build value and create customer retention by addressing issues before your customer does
- Improve on keeping service appointments on schedule
- Demonstrate empathy with customers
- Develop operational efficiencies within your department by structuring the day
- Enhance your ability to build trust with your customers and improve Customer Satisfaction Index (CSI) scores.

Key Topics

- **Introduction**
 - Customer retention
 - Window of opportunity
 - Relationship marketing
- **Effective Communication**
 - Promoting open communication
 - Listening
 - Speaking
- **Building Value in the Service Department**
 - Explain benefits and consequences
 - Value selling opportunities
- **The Service Write-Up**
 - Friendly meet & greet
 - Identify the prime intern
 - Three responsibilities
 - Walk around
 - Administration
 - Courtesy inspection
 - Menu presentation
 - Active delivery
- **Telephone Skills**
 - Telephone communication skills
 - Incoming vs. outgoing calls
 - Types of calls

Duration
2 Days

Prerequisite
None

Who Should Attend
Service Advisors
Service Managers

Locations

Richmond Hill ON, Montreal QC

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Learning & Development Centre™ Reception



Additional Information

Meals, Accommodations & Guidelines

Montreal, QC

Meals

A continental breakfast and a full lunch are included each day of training at the Learning & Development Centre™.

Special dietary needs are accommodated with prior notice.

Accommodations

Due to the in-depth training and after-class assignments, we highly encourage all registrants to book accommodations at a hotel conveniently located near the training facility. Sym-Tech offers registrants a corporate rate at the Novotel Montreal Airport.

Learning & Development Centre Montreal Location

9460 Henri-Bourassa Ouest
Saint-Laurent, QC H4S1N8

Hotel Information

Novotel Montreal Airport

2599 Boulevard Alfred Nobel, Montreal, QC

2017 Sym-Tech Corporate Rate of \$139 + Tax

The hotel has a shuttle service that will take guests to the Learning & Development Centre™ from the hotel.



Code of Conduct

Cellphones/Laptops - Cellphones/Laptops are to be switched off during training. There are breaks to ensure participants stay connected.

Dress Code - A business casual dress code is required each day to uphold a professional image.

Meals, Accommodations & Guidelines

Richmond Hill, ON

Meals

A continental breakfast and a full lunch are included each day of training at the Learning & Development Centre™.

Special dietary needs are accommodated with prior notice.

Accommodations

Due to the in-depth training and after-class assignment, we highly encourage all registrants to book accommodations at a hotel conveniently located near the training facility. Sym-Tech has two corporate rates at the Holiday Inn Express Hotel and Suites Toronto – Markham and the Courtyard Toronto Markham.

Learning & Development Centre Richmond Hill Location

150 West Beaver Creek
Richmond Hill, ON L4B1B4

Hotel Information

Holiday Inn Express Hotels and Suites

10 East Pearce St, Richmond Hill, ON L4B 0A8

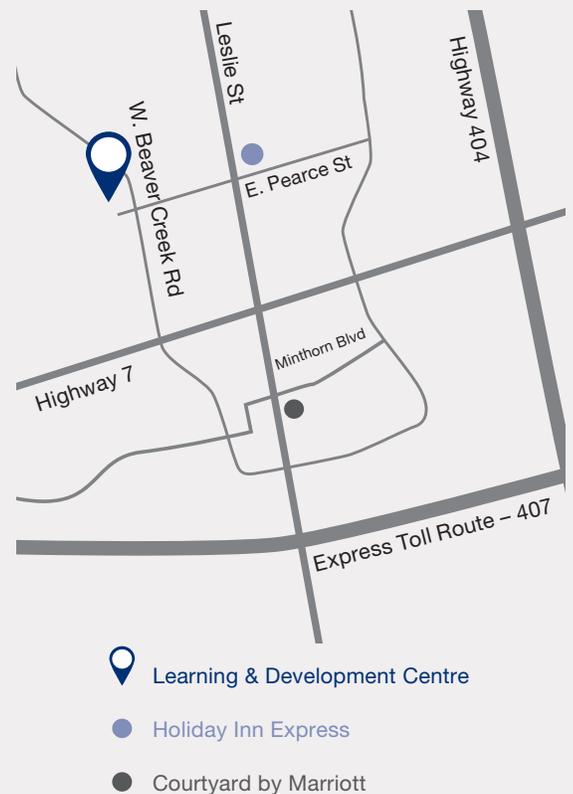
2017 Sym-Tech Corporate Rate of \$119 + Tax

Courtyard by Marriott

65 Minthorn Blvd, Thornhill, ON L3T 7Y9

2017 Sym-Tech Corporate Rate of \$120 + Tax

Breakfast is available at cost. The hotels have a shuttle service that will take guests to the Learning & Development Centre™ from the hotel.



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Contact Information

Get in Touch

The Learning & Development Centre™ Team is committed to provide you with more information, answer any questions you may have, and help you identify what skill-sets are required to develop in order to maximize the impact of your organization.

If you are already a Sym-Tech dealer client, please feel free to contact your District or Regional Manager.

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Learning & Development Centre™
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Sym-Tech[®]
DEALER SERVICES


AMT Warranty
An AmTrust Financial Company

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