



Training + Follow-Through Improves Service Management

The Challenge

This leading automobile manufacturer prides itself on the quality of its products and services. To maintain its reputation and its competitive advantage, the company invests heavily in training and development for its dealership personnel.

The challenge, however, is to be sure that what was taught in training is put to use once the participants return to their dealerships across North America. Too often, in the past, it was “back to work as usual,” so that the training failed to have lasting impact.

The Goal

The goal of this initiative was increase and evaluate the effectiveness of Service Management training by adding rigorous follow-through management

The Approach

The Service Management Program is an intensive six-module program designed to help Service Managers learn how to maximize profitability by managing sales and expenses in their departments. Modules include: Steps to continuous improvement, controlling expenses, managing the cost of sales, and identifying profit opportunities.

The program includes multiple case studies, exercises and worksheets.

To ensure that the program delivered “back on the job” results, the company implemented an electronic follow-through management system (*Friday5s*®). Each participant was required to set two goals for improving their operation based on what they had learned and to report on their progress every two weeks for ten weeks.

The Results

- **Participants applied what they learned.**

“I am still revising the spread sheet on an ongoing basis. With use of the new form we are in the neighborhood of 70% up sell rate.”

“Through constant monitoring of our policy line, we have found posting errors that would have gone un-noticed if they had not have been checked.”

- **The program had real impact on performance:**

“We have already seen an increase in accessory sales.”

“It is still early to tell complete satisfaction, but early indicators are that we are up-selling more than we did before.”

- **Local managers saw a difference.**

“I appreciate all the good work you've been doing for us. You are always willing to try new things to improve productivity and morale. I like the drive and interest in always looking to improve and better yourself.”

- **Participants valued the follow-through:**

“It has been a reminder to strive for the goals that I have set”

“There are always and will always be areas for improvement.”

The Value of Follow-Through with Friday5s[®]

Friday5s provided additional horsepower to this already excellent program. The ability to maintain share of mind for learning objectives among a dispersed group of semi-autonomous participants was especially valuable, as was the ability to track progress and document actions and results in real time.

The success of this pilot program was great enough that the manufacturer has begin including follow-through management in other key programs for its dealer networks.



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