Honda Management Action Program (MAP) - Self Study Modules

Completion of the following self-study modules is required to for Honda Service Manager Training

**Asking for the Sale – Course Number WAAFSSS**

- The subject matter created for each self-study module provides basic skills so that as you develop and mature into your job role, you'll be able to retain, apply and modify to fit your personal style of providing quality service. Modules are periodically updated in order to provide you with the latest in service application.

**Communication Skills – Course Number WACOMSS**

- The subject matter created for each self-study module provides basic skills so that as you develop and mature into your job role, you'll be able to retain, apply and modify to fit your personal style of providing quality service. Modules are periodically updated in order to provide you with the latest in service application.

**Connecting the Generations - Course Number WACTGSS**

- **Introduction**: Learn about the new type of customer and how the generations differ.
- **Service Expectations**: A new experience for this new customer and how they want to be treated.
- **Gen-Y Service Process**: The steps to follow to ensure a thorough service visit.

**Introduction to Service Department Management - Course Number WASDMSS**

- Time Control, Reservations, Reception and Consultation, Work Distribution, Quality Assurance, and Active Delivery.

**Introduction to Service Financial Management – Course Number WSSFMSS**

- **Financial Trends**: Identify service figures on the financial statements, review terms and formulas, use the composite trend and expense reports to identify trends.
- **Continuous Improvement**: Learn the Plan-Do-Check-Act (PDCA) continuous improvement process to identify specific responsibilities for active financial management.
- **Financial Performance**: Analyze service sales, cost of sales and expenses. Determine fixed overhead coverage, control receivables and inventory, and determine the proper sales mix and hours per repair order.
- **Performance Analysis**: Identify causes of poor performance, prepare corrective action, implement the plan and monitor progress.

**Service Advisor Product Training – Course Number (Multiple courses – These are the new vehicle Tech Guides and etc for new products)**

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**Service Plus – GI199**
Shop Loading and Dispatching – GI105

Telephone Skills – Course Number WATS-SS

- **Basic Techniques**: The specific skills, etiquette and techniques used when handling customers on the telephone.
- **Handling Routine Calls**: Visual model of the day-to-day phone calls the participant encounters on the job. Allows the participant to see each phone call handled in the optimal matter.
- **Handling Difficult Calls**: Allows the participant to view stressful customers, situations and workload and determine how best to handle similar situations on the job.

The Service Advisor's Job – Course Number WASAJSS

- **Introduction**: This is practical information Service Advisors need to know about making a good first impression with your customers and dealing with that eventual difficult situation.
- **Service Expectations**: Learn the Service Advisor's 6 Essential Job Skills and "Best Practices" in the 12-Activities of the Service Transaction in 4 key areas.

Troubleshooting Customers – Course Number WATSCSS

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Writing the Repair order – Course Number WSROSS

- The ownership experience is important to the purchaser's buying decision. In fact, studies show that your reputation for providing quality service is as critical to that decision as product quality. That's where the Management Action Program's self study curriculum can help. Each is designed to provide you with skills that create the greatest potential for providing quality service.
Face-to-face Workshops

Content from the following workshops is included in the WSU Automotive B.S. degree curriculum.

Advanced Interpersonal Skills (AISWS)

Prerequisites: Interpersonal Skills course completed 20 days prior to enrollment

- Effective Communication: Exceeding customer/co-worker expectations - "What's In It For You"; controlling yourself and influencing others. Observing situations; recognizing style cues and responding appropriately.
- Understanding Your Personal Style: How you prefer to work with others; other people's style tendencies; what successful service people do; your natural strengths; handling pressures and threats.
- Monitoring Yourself: Recognizing your feelings; recovering control; adapting your style

Customer Service Counseling (CSCWS)

Prerequisites: Advanced Interpersonal Skills (AISWS) course, completed two months prior to attendance

- Customer Service: Defining and comparing service underselling with service overselling and service counseling.
- Personal Styles: Review a four-style behavioral model and recommended selling strategies for each style.
- Selling Skills: Introduction and practical application of sales skills, including feature/advantage/benefit presentation, overcoming objections and closing techniques.
- Active Delivery: Explaining work performed; reviewing work needed; ensuring customer satisfaction; enhancing value by selling the next service.

Interpersonal Skills (IS-WS)

- Creating a Competitive Advantage: The Honda philosophy and your role; interpersonal factors leading to standout performance and value-added experience.
- Customer Focused Skill Building: Identify and respond to various customer conditions; how to turn the mostly satisfied customer into a loyal, lifetime customer.
- Personal Management: Reduce personal stress through "self-talk" and other self-management techniques; the ABCs of positive self-image; negotiate constructive change with co-workers.
- Influencing Others: Relate effectively with others and quickly build trust; improve your listening and questioning techniques to discover customer's needs and expectations; a formula for more effective suggestions to customers.
- Support: Performing an effective active delivery; dealing with difficult customers; steps for recovering from complaints; and how not to say "no" to customer requests.
Service Department Management (SDMWS)

Prerequisites: Completion of the Introduction to Service Department Management self-study course completed 2 months prior to enrollment

- Continuous Improvement: Common roadblocks to creative problem solving; incorporating the Plan-Do-Check-Act (PDCA) cycle into your management strategy.
- Assessing Your Performance: Identify key indicators for customer satisfaction and financial performance; review reports.
- Flowcharting: How to flow chart and analyze critical service processes.
- Alternative Production Systems: Advantages and disadvantages of "conventional" shop organization and alternate production systems; select the best system for your needs.
- Facility and Capacity Guidelines: Ensure a customer friendly facility and adequate shop capacity.
- Computer Systems: Assess current usage of your computer systems, identify key management reports regarding processes for appointments, reception, time control, quality assurance and work distribution.

Service Financial Management (SFMWS)

Prerequisites: Completion of pre-workshop materials and Introduction to Service Financial Management CD-ROM completed 2 months prior to enrollment

- Identifying Profit Opportunities: Analyze labor sales, cost of sales, and expenses; forecast one-year financial goals.
- Analyzing the Financial Situation: Maximize sales; control cost of sales; control expenses; contribute to total dealership strength.
- Assessing Your Dealership: Calculate facility potential and stall usage; analyze effective labor rate and average technician wages; review cost of sales and gross profit trends.
- Implementing Plans Through People: Planning for improvement; opening communications; matching incentives to the individual.

Situational Leadership II (SL-II)

- Determining Your Leadership Style: Identifying your leadership preferences, types of leadership, styles of leadership and organizational structures.
- Flexibility: Directive and supportive behavior; successful vs. effective leadership.
- Diagnosis: Four levels of employee development; match leadership style to development level; match leadership style to the situation; appropriate communication; determine your own effectiveness as a leader.
- Partnering For Performance: Steps in contracting for leadership style; the situational leadership model; agreement on effective performance management.

Standard Service Transaction (SSTWS)

- J. D. Power CSI: What clients say about us and what does it mean.
- Creating Solutions: How can components of the 12-step process address the clients perceptions?