COLLEGE OF AUTOMOTIVE MANAGEMENT

SERVICE ADVISOR TRAINING AND COACHING

THE TRUSTED ADVISOR

CERTIFICATION PROGRAM

Winning service customers for life.

When a car needs repairs, people go to the friend they trust in the business. This 52-week program teaches your service advisors to be that friend: build a real relationship first, show the evidence, and counsel instead of push, so more customers choose your dealership and approve the work their car needs.

THE ONE RULE **Do everything to earn the customer's trust, and nothing to lose it.**

WHAT YOUR ADVISORS LEARN

- Build real relationships: learn about each customer, record it in the CRM, and bring it up at the next visit
- Run a transparent inspection with photos, video and digital MPI reports
- Present recommendations as advice, never pressure
- Check the essentials every visit and recommend what's needed, every time it's needed
- Turn warranty and recall visits into customer-pay relationships
- Handle price objections and "let me think about it" without discounting
- Earn referrals, honest reviews and customers who ask for them by name

52 weekly lessons	**3–5** minutes a session	**22** role-plays
13 Module 1 lessons	**8** knowledge checks	**2** certifications

Every week ends with a wins check-in: a higher average RO, more jobs per RO, customers asking for their advisor by name, and referrals. Dealers see the results in a monthly report against each advisor's 90-day baseline.



AFTER WEEK 13

CERTIFIED TRUSTED ADVISOR

Earned after Module 1 and the first 13 weeks, with every knowledge check passed.



AFTER WEEK 52

MASTER TRUSTED ADVISOR

Earned by finishing all 52 weeks and raising the average customer-pay RO $200 or more above baseline.

$795 /month

Covers every service advisor at the rooftop. Month-to-month, 30-day notice.

Included at no extra cost in the Ultimate NATA-CAM Package, $1,495/month, with NATA recruiting and CAM Advanced Sales Training and Coaching.

THE TRUSTED ADVISOR CERTIFICATION PROGRAM

THE 52-WEEK PROGRAM

One short lesson a week, practiced in the service drive, with a workbook page and a wins check-in every week.

FIRST: MODULE 1 · THE ADVISOR IS THE BRAND

Self-paced foundation before Week 1: winning back trust · the advisor is the brand · relationship before technique · six habits that make customers feel liked · getting to know the customer at intake · what the vehicle tells you · CRM notes in two minutes · the second-visit moment · four role-plays and a knowledge check.

QUARTER 1 · WEEKS 1–13

Trust, benefits and the transparent inspection

01	Your starting line	
02	People buy benefits, not parts	
03	The six buying motives	Role-play
04	What customers fear, and how trust helps	Check 2
05	CRM notes audit	
06	The active walkaround	
07	Evidence that convinces	
08	Red, yellow, green	
09	Sending the inspection	Role-play · Check 3
10	Working with your technicians	
11	Counselor, not salesperson	
12	The F.A.C.T. presentation	
13	Quarter 1 review: scorecard vs. baseline	★ Certified

QUARTER 2 · WEEKS 14–26

Presenting, warranty and recall visits, the essentials

14	Prioritize and give options	Role-play
15	Ask, then stop talking	Check 4
16	The first out-of-warranty visit	Role-play
17	Recall visits as relationship opportunities	
18	The essentials checklist	
19	Tires	Role-play
20	Batteries	Role-play
21	Brakes	Role-play
22	Filters	Role-play
23	Fluids	Role-play
24	Wipers and lights	
25	Alignment	Role-play · Check 5
26	Quarter 2 review: scorecard vs. baseline	

QUARTER 3 · WEEKS 27–39

Objections, the eight-step visit, follow-through

27	What objections really mean	
28	L.A.E.R.	
29	"Let me think about it"	Role-play
30	"The other shop is cheaper"	Role-play
31	Turning skeptics into regulars	Role-play · Check 6
32	Relationship by phone and text	
33	The Trusted Advisor visit	
34	Promises and updates	Role-play
35	The active delivery	Role-play
36	Following up on declined work	
37	The upset customer and the comeback	Role-play
38	Keep the loop going for years	Check 7
39	Quarter 3 review: scorecard vs. baseline	

QUARTER 4 · WEEKS 40–52

Loyalty, referrals and the next 90 days

40	The owner's manual and the next visit	
41	Seasonal readiness	
42	Earning referrals	
43	Honest online reviews	
44	The weekly coaching huddle	
45	Long-term customers: milestones	
46	Repair or replace? An honest conversation	
47	From the service lane to the sales team	Role-play
48	A busy drive without losing the relationship	
49	Role-play gauntlet	All role-plays
50	Your 90-day plan	Check 8
51	Your best relationship story	
52	Year in review and restart	★★ Master

EVERY WEEK

A 3–5 minute video lesson, a workbook page and a wins check-in.

PRACTICE

22 word-for-word role-plays and 8 knowledge checks, 100% to pass.

MEASURED

90-day baseline, quarterly scorecards and a monthly dealer results report.

CERTIFIED

Certified Trusted Advisor after Week 13. Master Trusted Advisor after Week 52.