

Train the Team. Transform the Business.

From Transactional to Trusted:

A Leadership Perspective on Developing

Confident, Professional Service Advisors



www.shiftpointacademy.com

Why Service Advisors Matter More Than Ever

In an independent automotive repair shop, the Service Advisor is often the single strongest influence on a Client's experience. They are the first voice a Client hears. They guide the conversation. They translate complex information into understandable decisions.

Yet in many shops, Service Advisors are unintentionally trained to focus on selling instead of serving. When that happens, Clients feel pressure instead of trust, and Advisors feel stress, burnout and inconsistency in their results.

The goal of a strong Service Advisor is not to "close" Clients. The goal is to confidently guide them through the repair process with clarity, professionalism and care. **When Clients feel taken care of, the sales follow naturally.**



The Shift That Changes Advisor Performance

Long-term success for a Service Advisor does not come from scripts, pressure or short-term sales tactics. It comes from clarity.

High-performing Service Advisors understand:

- What it truly means to take care of the Client
- How to communicate recommendations without fear or pressure
- How to translate technical information into value
- How their role supports the shop's long-term goals

When these expectations are unclear, Advisors are left guessing, leading to inconsistent results, emotional fatigue and frustration for both the Advisor and the Client. Confidence doesn't come from talking faster or selling harder. Confidence comes from understanding the process, believing in the value and knowing how to guide the conversation with integrity.



Welcome to ShiftPoint Training Academy!



Built by shop leaders, for shop leaders.



What a Strong Service Advisor Environment Creates

When Service Advisors are trained, supported, and coached intentionally, shops see:

- Increased confidence and professionalism at the counter
- Clear, consistent Client communication
- Improved trust and retention
- Reduced stress and burnout for Advisors
- Stronger alignment between Advisors, Technicians and Leadership

This approach is not about turning Service Advisors into salespeople: It's about developing professionals who understand their role, own their performance and take pride in guiding Clients through important decisions.



Who This is For (And Who it's Not)

This philosophy is best suited for shops that:

- Value trust over transactions
- Want Service Advisors who lead conversations confidently
- Believe Client experience drives profitability
- Are willing to invest in developing people, not just numbers

This is not a high-pressure sales system. This is a people-first, process-driven approach to developing Service Advisors who perform consistently because they believe in what they're doing.



About ShiftPoint Training Academy

ShiftPoint Training Academy was created to help independent automotive repair shops grow by developing confident, capable Teams and stronger Client relationships.

Samantha Higdon began her career as a Client Service Representative before moving into a Service Advisor role, where she experienced firsthand the challenges, pressure and responsibility that come with guiding Clients through the repair process. In 2024, Samantha was recognized as the AAPEX Service Advisor of the Year.

Today, she works alongside shop owners, managers, Client Service Representatives and Service Advisors to help build clarity, confidence and professionalism at the counter.

If this perspective resonates, the next step isn't a pitch—it's a conversation to determine whether alignment exists.

👉 Schedule a Service Advisor Coaching Conversation

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