
AUTOMOTIVE AFTERMARKET
E-LEARNING CENTRE LTD

Teaching the Right Management Tools That Work

2193 Walkers Line, Burlington
Ontario, Canada, L7M-4W2
Telephone: 905.331.2376
Fax: 905.331.6180
Toll Free: 1.800.267.5497

Email: greenwood@aaec.ca
www.aaec.ca

“How Do The Numbers Work In The Shop”



Get In The Green

A Comprehensive Series of Live Business Management Training Courses

Audience: Independent Garage Technicians/Employee
Duration: 1 x 8 Hour Session
Instructor: Bob Greenwood

An intensive one day instructional seminar and workshop on today's Business realities as it applies to the Financial end of the independent sector of automotive aftermarket industry. This course also allows the employee to understand what will be required to increase personal incomes over the next 10 years.



AGENDA

- Industry and economic update
 - Understanding the new business model
 - Outside factors affecting today's Business owners performance
 - Outside factors affecting today's Technician performance
 - Communications with your customers in today's environment
 - What you sell is what you make
 - gross profit - what is it?
 - gross profit picture of a typical garage in Canada
 - the facts about labour and parts
 - What does it cost to hire an employee - evaluating the true costs
 - Labour productivity and efficiency
 - what is it?
 - how is it measured?
 - how does it affect my income?
 - how can we change it?
 - Industry Image
 - what customers think and why?
 - what we can do to increase the professional image of our shop?
 - Using the work-order to build customer trust
 - Employer / Employee impressions on customers
 - Understanding "true" customer service
 - How the image of our marketing and merchandising efforts can affect my income?
 - Business ethics and standards into the new millennium
 - How teamwork can lead to a happier workplace, higher profits and higher personal incomes?
 - Adjournment
- 