



Educational Seminars Institute
Automotive Management Specialists

Professional Business Development

2018 Northern California Schedule

February 5 Monday	Concord 6PM 9 PM	Profit Structuring and Business Analysis	This Seminar will be covering these important topics: Reading & Understanding your Profit & Loss Statements Determine Your True Cost of Being Open We'll show you how to determine your Per Hr Charge Labor Rate Determine what you are actually Charging Per Hour Production and how it Affects Profit	ENTIRE STAFF
February 6 Tuesday	San Jose 7 PM 10 PM			
April 9	Concord 6PM 9 PM	Building Trust and Sales with Digital Inspections	Have you implemented digital inspections in your shop, or are thinking about it? Make sure you are using this powerful sales tool correctly to build trust with new and existing customers. While not a replacement for the traditional sales process, learn how to implement it within your business to increase your average RO and build your returning customer base. Especially catered to the younger generations, the digital inspection represents the future of a more computer-based communication for automotive repair. By educating your customers, it will enable them to make informed decisions regarding their car repair and maintenance. From this class, you will gain the knowledge and sales techniques to add a digital inspection into your existing sales process and streamline shop flow.	ENTIRE STAFF
April 10	San Jose 7 PM 10 PM			
July 16	Concord 6PM 9 PM	Service Advisors Round-table	Sit down with your service advising peers have an open honest and frank discussion on service advising. The things that work, the challenges you face. From your peers.	SERVICE ADVISORS
July 17	San Jose 7 PM 10 PM			
September 24	Concord 6PM 9 PM	Building Decision Makers	Ever wish your staff made better decisions? Or made a decision at all? Making decisions is a skill set that must be developed. Join us as we discover how to make ourselves and our staff better decision-makers! 6 tips to coach your staff on making better decisions	OWNERS MANAGERS
September 25	San Jose 7 PM 10 PM			
December 3	Concord 6PM 9 PM	Hiring and Firing	We all have done it, hired the wrong employee and had let someone go. Learn the basics of hiring the "right" employee. What should you ask, what should you know to get the right person for the job. Why testing is an important tool to hiring correctly. Letting someone go improperly and failure to use these techniques could cost you BIG MONEY!	OWNERS
December 4	San Jose 7 PM 10 PM			

Two Great Locations, Convenient to All!

San Jose - KUKUI Training Room
2077 Gateway Pl. Suite 150
San Jose, CA 95110 - 805-526-3039

Concord - Auto Electric and Fuel
2655 Monument Blvd., Suite B
Concord, CA 94520 - 925-680-2888

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