



Automotive Service Councils of California
 Professionals in Automotive Service ~ Since 1940



Educational Seminars Institute
 Automotive Management Specialists

ASCCA Invites You to an ESI Training in Your Area

Location: Modesti's Car Center
 12121 Jefferson Blvd
 Culver City, CA 90230

Time: 9:00 am - 4:30 pm

Date: Saturday, October 13

Registration Please [CLICK HERE](#) to register
 for the event.

Registration Fees*
 ASCCA Members - \$275 (1st person)
 \$225 (ea.additional)

Non-Members** \$325 (1st person)
 \$275 (ea.additional)

**No other discounts or coupons may be used*
**Lunch is provided*

Class Topics

Managing People

If you deal with people this class is for you! Team ESI will provide insight and tools to help you manage people in all aspects of your life. Areas of focus: The difference between a boss and a Leader, What Emotional Intelligence (EI) is, and the 5 basic traits of a good people manager. Your success depends on the success of others; don't miss out on becoming a successful leader.

Shop Communication

Effective communication makes the difference!

The biggest time and money waster in repair shops today is poor communication. Ineffective communication creates confusion, frustration, and a loss of clients.

In this class we will cover:

- The 7 points of miscommunication in your business
- How to improve communication in these 7 points
- The filters to communication
- Why we must be active listeners
- Tools to improve your shop's communication with customers and staff. 68 percent of the customers leave because of an attitude of indifference on the part of the service provider. This perception of indifference is a communication issue! Good communication helps retain customers and employees.