

AAEC – AED 8 Sessions (One Hour at a Time) On-Line Business Management Course for Shop Owners, Service Managers / Advisors, Lead Technicians, and Bookkeeper/Accountant

These on-line 8 sessions, one hour at a time, shop business management course is an intensive instructional development workshop reviewing today's Business realities as it applies to the financial end of the independent sector of the industry. Aftermarket disruption has started with much more to come. Covid-19 is having an effect on the business and industry in ways never seen before. The average shop is missing between \$25,000 and \$30,000 **NET profit per bay per year** out of the current business coming through the door and no one in the industry is mentioning this. Where is it in YOUR business? This course will allow you to find it in your operation by understanding 20 key measurements using breakout sessions and completing homework assignments studying your own numbers from your business. Now the team clearly sees where their future is and will understand their career opportunities in this new norm that is developing in the aftermarket.

- **Session 1: An overview as to where our aftermarket sector is headed and why? The “mechanical trade” days are over. What are the disruptors going to be and how will they affect the shop business? What must we now acknowledge about this “Profession”? Covid-19 – the new disruptor – where are my opportunities? Where is the rest of the world sitting in 2020? How will the aftermarket play out by 2030? What is the aftermarket STEM? What do the multiple sensors in the vehicle mean for the shop processes? Understanding our VISION and the need for a proper ACTION plan? What is the most important word in business today? Aftermarket Game changers to be clearly understood. Homework.**

- **Session 2: Objectives to be met for the next 7 sessions. The difference between successful and non-successful people. Description of your position today in this new aftermarket. 2 non-negotiable rules moving forward. Client perception will create client loyalty. Rules for client loyalty. How to measure the business in this new reality? Homework**
- **Session 3: One to Four key business measurements. How to achieve those measurements. Homework**
- **Session 4: Five to Eight key business measurements and what they tell us. Homework**
- **Session 5: Nine to Twelve key business measurements and how to work with them. Homework**
- **Session 6: Thirteen to Seventeen key business measurements – how are labor rates set today? Homework**
- **Session 7: Eighteen to Twenty key business measurements and how to achieve them.**
- **Session 8: Team Profit Sharing and how it works to build a strong business culture? Key Business Success attributes. Conclusion and where do you go from here?**

- **Each student will receive a detailed handout for each session.**

- The instructor is available after each session for personal, confidential, assistance if required.

Student Requirements - Have these items available for use in class and homework assignments:

1. Every student must have a calculator.
2. Bring the number of work-orders/repair-orders written for the previous year.
3. Bring the total labor dollars sold for the last full year. (For maintenance and diagnostic if broken out)
4. Bring the total dollar of parts sales broken out into aftermarket and dealer parts for the past year if possible.
5. Bring the total dollar sales for tires last year, the gross profit percentage made on the tire sales and the number of tire units sold.
6. Also to bring 5 completed repair-orders sampling 5 different types of completed jobs.
7. Bring your Last Year's Formal Financial Statement prepared by your Accountant for personal use only
8. Bring your internal Financial Statement for the last year for personal use only