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ASA Level 1 Business Development 8-week Training Course

Last chance to qualify for Level 2 of the NEW Service Shop
Business Model Coming in June 2021!

March 30-May 18, 2021

Sessions are: **March 30 / April 6, 13, 20, 27 / May 4, 11, 18**

Each 1-hour session will be held in the following time zones:

10 a.m. Pacific / 11 a.m. Mountain / 12 p.m. Central / 1 p.m. Eastern



Income growth

ASA is offering the last chance to attend the **Level 1 eight-session Business Development Course** to qualify for the 2021 Level 2 class with popular trainer Bob Greenwood, AMAM. This is your final opportunity to meet the prerequisite for the Level 2 class coming in June!

The changes we're facing due to the pandemic require that we think differently. This **Level 1 Business Development class** offers you that new way of thinking about your business. It's something everyone can do that doesn't require anything but an open mind to succeed!

This class is a prerequisite for the next-step, Level 2 Business Development Series from ASA! You'll also earn **16 AMi credits** toward an AAM or MAAM Certificate!



This LIVE virtual course offers a new way of thinking about developing your business in an interactive experience where you will:

- See where net profit is being missed out of your current business coming through the door and HOW to go get it with full client satisfaction.
- Learn precisely where net profit is being missed in YOUR business as you study YOUR business during the eight sessions. Math does not lie.
- Learn how thinking differently can boost your business. We examine in detail the new aftermarket LEVEL that takes it from a TRADE to the PROFESSION it truly is today.
- You will be thinking about your team, your clients, and your business relationships you currently have and where they must develop to address the future. You will understand HOW it will be done to benefit you, the business, and your team.

"I was really impressed with this course and Bob. The Level 1 course opened my eyes to a different thought process. I actually signed up to repeat this course with our office staff (SA's) and our lead technician."

– Schearer's Sales & Service Inc., Allentown PA

MEET YOUR INSTRUCTOR

Robert (Bob) Greenwood, AMAM, is president and CEO of Automotive Aftermarket E-Learning Centre Ltd. (AAEC).



Bob has over 40 years of Business Management experience within the Independent sector of the automotive aftermarket industry in North America, consulting Independent retail shops on all facets of their business operations. His 18 years of running his own local consulting and accounting firm in Ottawa, Ontario Canada created some of the most productive and financially successful entrepreneurs within the Independent sector today.

To register go to members.asashop.org/events-calendar



Automotive Service Association
Driving Your Success!

8209 Mid Cities Blvd., North Richland Hills, Texas 76182
(817) 514-2900 | ASAshop.org | AutoInc.org | TakingTheHill.com



Keep the **Momentum** Going!

Bob Greenwood Level 2 Business Development Training Course

ASA and Automotive Aftermarket E-learning Centre are partnering to elevate your success with a NEW Service Shop Business Model!



Coming June 1-29, 2021

Class Schedule: June 1, 8, 15, 22 & 29

**Five, 90-minute sessions over 5 weeks scheduled for:
10 a.m. Pacific / 11 a.m. Mountain / 12 p.m. Central / 1 p.m. Eastern**

Bob Greenwood offered you a new way of thinking about developing your business in Level 1. Now take the next step and sign up for Level 2! As you learned in the Level 1 development class, all you need is an open mind to take your business to new heights!

- What is the role of an owner or manager in today's shop business? Why is it necessary to think like a CEO?
 - How is thinking like a CEO different from thinking like a manager when tracking your growth and progress and why?
 - Learn to measure your business from an outside perspective that continues to move the bottom-line forward to potentially set the business up for a future sale.
- Here's a sample of what you'll learn:**
- Quick review of the Level 1 course that was taken to embrace the strategies required of a changing business model. If you haven't taken Level 1 yet and want to qualify for Level 2, click here to register.
 - Measuring your Business Success Score – 3 key items never measured before in the Independent shop.
 - Breakout session: Measuring my Success Score – strengths and weaknesses
 - Establishing the Right Focus and what will be required to move to the CEO level in growing your business today.
 - What does a 7-page financial statement tell the bank about your Management skills?
 - Breakout session: analyzing my statement from a banker's point of view.
 - Recognizing early warning signs of shop financial failure.
 - Analyzing Accounts receivable profitability – which accounts contribute to the bottom line of the shop – how to calculate the results
 - How to revamp A/R policies and retain the client.
 - Breakout session: analyzing my A/R.
 - Return On Investment (ROI) – what is it? How is it measured? Why is it important? How do I improve it?
 - Breakout session: Analyzing my own ROI and building a plan to improve ROI in your shop.
 - Multiple shop development – things to consider in the decision process.
 - Measuring my progression – where do we go from here and how do we get there?
- Remember, Level 2 is strictly for shop owners and managers only and cannot be attended unless Level 1 has been completed. Level 2 is a continuation of Level 1 initial development. In Level 2 we show the attendees how to truly transform themselves and their business.*

**Don't Miss Out!
Register for Level 2 Today!**

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