



Manager PRO Basic Certification

Course 1: How to Achieve 100% Service Absorption

- Chapter 1** Defining Service Absorption
- Chapter 2** Reducing Your Expenses
- Chapter 3** Increasing Profit Margins
- Chapter 4** Increasing Your Sales per Repair Order
- Chapter 5** Increasing the Number of Repair Orders

Course 2: Accountability for Maximum Performance

- Chapter 1** Define Your Expectations
- Chapter 2** Establish Goals the S.M.A.R.T. Way
- Chapter 3** Selling Your Employees the S.M.A.R.T. Way
- Chapter 4** Performance Tracking & Reviews are Essential
- Chapter 5** Identify Road Blocks to Achieving Goals and Take Action

Manager PRO Advanced Certification

Course 1: Managing the 12-Step Service Drive Process

- Chapter 1** Establish Objectives and Measure Daily
- Chapter 2** Inspect What You Expect Daily

Course 2: Pay Plans that Compensate to Motivate

- Chapter 1** Advisor Pay Plans
- Chapter 2** Performance-Based Pay Plans for ALL Technicians

Manager PRO Top Performer Certification

Course 1: Profit Builders Workshop Series-Managers

- Chapter 1** Commitment to Change
- Chapter 2** Where We Are Today
- Chapter 3** Fighting Fires
- Chapter 4** Service Absorption
- Chapter 5** Used Vehicle Reconditioning
- Chapter 6** Importance of Effective Labor Rate
- Chapter 7** The Cheapest Oil Change in Town
- Chapter 8** Performance Boards



Dealer/GM/MGR PRO Performance Series

Course 1: Leadership for Increasing Fixed Ops Profits part I

- Chapter 1** Comfort Zone vs. Accountability
- Chapter 2** Do You Have a BHAG?
- Chapter 3** It's Cheaper to Keep Your Customers
- Chapter 4** TRAINING: Expense or Investment
- Chapter 5** You Are Not Running a Democracy
- Chapter 6** How About a Little Support for Fixed Ops?
- Chapter 7** Make 10K
- Chapter 8** Maximize Your Service Growth
- Chapter 9** Profit Improvement Plans
- Chapter 10** Putting Your Customer FIRST

Course 2: Accountability for Maximum Performance

- Chapter 1** The Primary Mission of a Service Department
- Chapter 2** Service Writer vs. Service Advisor
- Chapter 3** Service Writer vs. Service Advisor part II
- Chapter 4** The 80/20 Rule
- Chapter 5** You need a Fixed Operations Sales Team
- Chapter 6** The Right People Properly Trained Equal Record Profits
- Chapter 7** When Performance is Measured it Improves
- Chapter 8** Gross Profit is a Matter of Discipline
- Chapter 9** What Is a Technician Worth?
- Chapter 10** Why Do You Have Inactive Service Customers?
- Chapter 11** Owner Retention vs. Owner Replacement
- Chapter 12** Keep Your Customer Coming Back
- Chapter 13** What's NEW?
- Chapter 14** TECHNOLOGY: Use it or Lose it
- Chapter 15** Survive or THRIVE?
- Chapter 16** Get Serious About Service
- Chapter 17** The PRO Success Quadrant