



WHAT DOES IT TAKE TO GET TO 100% FIXED COVERAGE (SERVICE ABSORPTION)?

Your Chicago Automobile Trade Association has the answer

Enroll your Service Manager into the Fall CATA Service Manager Bootcamp

Service Managers who enroll into this program will pick up excellent service management tools and methods to build departmental profit and improve customer satisfaction and retention.

Two phase program:

Phase One – Service Manager Boot Camp

Date: September 23-26, 2008, Location: CATA, Oakbrook, IL, Cost: \$1,000 per CATA member attendee, CATA will reimburse you at 50% the end of the first year of 20 group participation.

Phase Two – Chicago area Service Manager 20 groups

Service Managers meet for a day and a half, 3 times a year for a 20 Group forum. Cost is \$156.25 per month, billed quarterly to your dealership; reimbursed by CATA at the rate of 50% after the first year, 75% after the second year and a full 100% after the third year.

You can not lose!

Yes, sign me up today for Phase One Please contact me for more information

Name _____ Title _____

Dealership _____

Mailing address _____ City _____

ST _____ ZIP _____ Best Phone number _____ Alternate number _____

e-mail address _____ fax number _____

Name of Service Manager _____ Franchise(s) _____

Or you may fax this sheet to: Meda Green at 913-649-7429 and she will contact you.

CATA Service Manager Boot Camp



What will be covered in the Boot Camp?

Topics:

- Effective Manager and Leadership Development
- Analyzing & improving Key Performance areas
- Setting and Exceeding Objectives
- Pay Plan Development & Incentives
- Improving body language, communication and listening skills
- Marketing & Merchandising
- Increasing net profitability for the department
- CSI process and improvement

Boot Camp Takeaways:

- 150 page workbook plus handouts
- Profit Solutions Financial Composite
- Detailed Repair Order Analysis
- A CD with templates for pay plans, incentives, spiffs, mentor pay plans, etc.

You will be introduced to the CATA Service Manager 20 Group program.

Mark this date: September 23 – 26, 2008

Don't Delay!

Call 913-649-7830 and ask for Patrick Emmett or Meda Green at NCM today for more details. Or you may just fax this form in to: Attention, Meda Green at 913-649-7429 and we will contact you.