

**THE FIRST PROGRAM OF ITS KIND...
AND YOU'VE GOT IT!**



NAPA Automotive Service Management Course

"I think it's going to be the greatest thing that ever happened to the independent repair industry. I've been in the business twenty years, and if I'd known some of the things that are presented back then, I might be retired by now! Anybody who is in the independent repair business or service station business should take it."

Roger Hurst, Independence, MO
Validation course participant

In 1983, NAPA is helping you take a bold step forward in your commitment to the professional service repair trade with the introduction of NAPA's new Automotive Service Management Course.

This one-of-a-kind course, to be offered exclusively through NAPA jobbers, has been developed to fill an existing void in dealer training. For although NIASE certification and hands-on clinics remain vital means of advancing the *technical* knowledge of the businessman-mechanic, there's one more critical factor necessary for running a profitable service operation in today's business climate: *effective business management*. And developing and refining the business management skills necessary for

today's business-mechanic is exactly what this fine-tuned course is designed to do.

Based on the results of an extensive nationwide dealer survey, the 4-part course takes an indepth approach to four of the most critical areas of concern facing the independent service station or

"I could recommend this program to anyone...new owners and even persons who have been in the business for a period of time. If I'd known how good it was going to be before I took it, I'd certainly spend \$150 without any question."

John Werking, Duncansville, PA
Validation course participant

repair outlet operator.

The first section of the course, Customer Relations, deals with the importance of establishing

"All steps were excellent, but if you put just one of these things to work for you, it's worth the \$150. I'd recommend it for anyone in the business."

Andrew Phaup, Richmond, VA
Validation course participant

good relationships with customers to attract new business and build repeat business. The elements of a professional image are discussed, as well as the concept of checklists for evaluating and improving performance and image. Other topics include how to handle irate