

**COMING TO: RED DEER April 27th, 28th, & 29th, 2011
SASKATOON Sept 20th, 21st, 22nd 2011
RED DEER Sept 27th 28th & 29th, 2011**

**Automotive Parts Distributors Presents
Bob Greenwood's
3 Day Business Development Course
for the Automotive Service Provider**

For more information visit: www.aaec.ca

**YOU MIGHT HAVE A “PROFIT ROBBER” IN YOUR SHOP
AND YOU DON'T KNOW IT! IT'S CALLED.... LABOUR PRODUCTIVITY!**

This business development course provides the highest quality garage management instruction available today on how to operate a highly profitable shop business in today's challenging climate.

Here are just some of the topics that will be covered: (see complete 3 day agenda at www.aaec.ca and click on the blue tab at the top of the page “Live Courses” and also read student testimonials under “Client Feedback”)

- **How NET PROFIT is calculated and measured on each work order BEFORE it's closed off.** That's right, Bob mathematically proves that 60% of the work performed in the bays only produces “sales” and “gross profit” NOT “net profit”. This is why most shops end up “buying themselves a job” and if not corrected it could lead to bankruptcy down the road if it is not turned around.
- **How to get out of the Accounts Receivable game...and increase the bottom line of the shop.**
- **How to set and obtain the right labour rates, the right labour mix at the right efficiency within the shop.**
- **How you can pay yourselves a professional income from your “current” business.**
- **How to work with your Parts Supplier to build a professional business relationship that is win\win for both.**
- **How to grow your business in the current competitive economic climate that produces Net Income**

Course Date:	As Above – Limited Enrolment (on a first registered basis)
Time:	8:00 am to 4:00 pm each day
Location:	Hotel to be announced for each city
Cost:	\$1,195 + GST – 3 easy installments Includes a 350 page manual with all information covered Coffee breaks, a working lunch, and also 1 year access to the AAEC website (a \$425 value)

Bring the following information to the course ... (for your personal use only)

1. Your last year end financial statement as prepared by your accountant.
2. An interim financial statement with revenue separated by categories if you have it
3. The number of work order\invoices you had written for the previous year
4. Total labour dollars billed for the last full year..(maintenance and diagnostic if broken out)
5. If possible, total dollars in part sales split into aftermarket and dealer parts for the past year
6. 4 completed work orders sampling 4 different types of jobs.
7. Portable calculator...**very important**

Bob will be available after class and each evening for personal, confidential help if needed. If you have any questions regarding this course before you register, Bob has invited you to give him a call at 1-800-267-5497.

Please complete the attached registration form and FAX to APD Red Deer 403-885-5120.

