



The Equipment Dealer Association's Service Manager Certification program is available to dealers across North America. This comprehensive program trains and enables Service Managers to run an efficient, profitable shop with a team of people focused on the same goal.



HOW DO I BECOME CERTIFIED?

5 Steps to Certification

1. Enroll online at **BobClements.com/store**
2. Complete online modules
3. Prepare for final exam
4. Final examination
5. Receive certificate

INVESTMENT: \$1,295*

Includes registration for one Service Manager for one year. The program may be completed in less than one year, but participant will have to re-enroll after one year if not completed.

*Price subject to change.

THIS PROGRAM TEACHES YOU TO:

- Understand and manage the numbers in your shop
- Implement a proven service process
- Find and hire reliable techs
- Develop pricing strategies
- Implement compensation plans
- Create a marketing plan
- Establish a vision and culture in your department
- Lead and direct your people
- Create a better customer experience
- Delegate tasks to free up your time
- Understand your team's personality types
- Establish and understand the different roles in a service department

This online program provides everything you need and is easily accessible via your computer. However, you are not on this journey alone! A BCI team member acts as your guide, helping you when you need it and allowing you to move through the material at your own pace.