

Mobile Video Learning Management Advantage

THE VALUE

RETENTION

ORIGIN

ACCOUNTABLE

ADAPTABLE

EFFICIENT





Established 2018, Cleveland, OH.

Revitalize. Retain. Recruit.

Career College - 600 Hour / 80% Hands-On / Efficiency Training

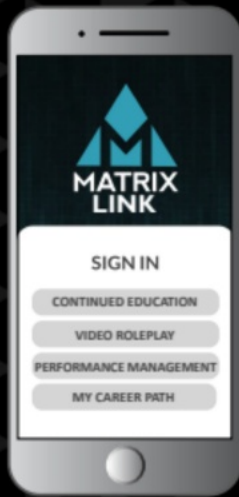
- Automotive Maintenance & Light Repair
- Collision Repair & Refinish Efficiency
- 250 Graduates / pending ASE accreditation- summer 2023

Efficiency Bootcamps- 4 Days / 30 hours / 80% Hands-On Reps

- Automotive Tech
- Service Advisor
- Auto Body Tech
- Auto Body Estimator
- Over 700 Certificates Awarded across 7 states

BOOTCAMPS

AUTO TECHNICIAN CAREER PATH



GENERAL SERVICE EFFICIENCY 90 DAYS
- Vehicle maintenance process
- Tires, TPMS
- Bulbs, belts, hoses & torchwork
- Multipoint, upselling, proper RO story

ENTRY LEVEL ONBOARDING



NEW HIRE 60 DAYS

MTI ASSESSMENT 90 DAYS
- Career Acceleration Planning

C-TECH EFFICIENCY BOOTCAMPS

BRAKE REPAIR EFFICIENCY 90 DAYS
- Replacement & repair
- Noise & vibration resolution
- Upselling & proper RO story

STEERING & SUSPENSION EFFICIENCY 90 DAYS
- Wheel alignments, timed repetitions
- Component replacement
- Upsell education & proper RO story

INTRO TO ELECTRICAL DIAGNOSIS EFFICIENCY 90 DAYS
- Circuits, conversions, wiring schematics
- Batteries, starting & charging
- Proper testing, diagnosis & repair
- Proper RO story

B-TECH EFFICIENCY BOOTCAMPS

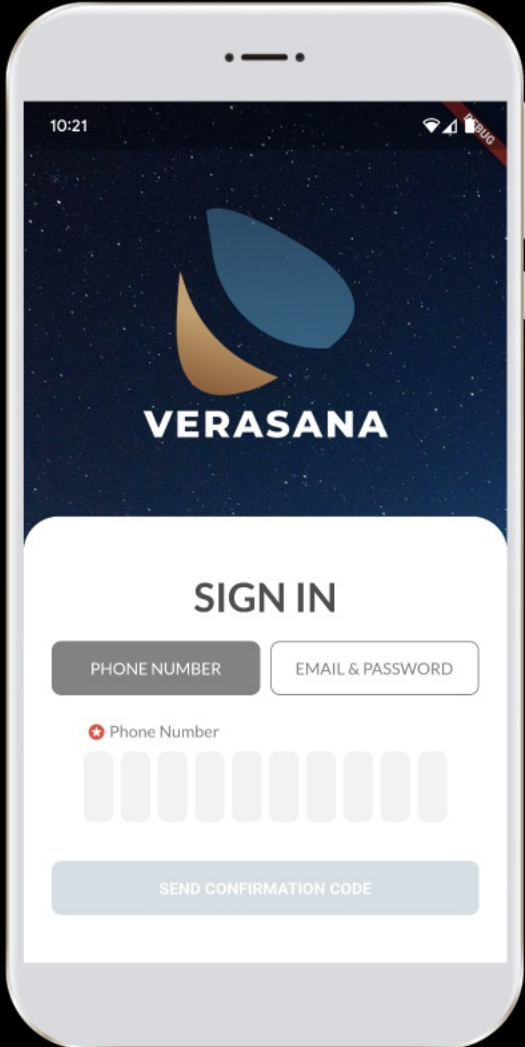
BRAKING SYSTEMS EFFICIENCY 2.0 90 DAYS
- ABS systems
- Traction control & stability control
- On-car brake lathe
- Proper RO story

ELECTRICAL DIAGNOSIS EFFICIENCY 2.0 90 DAYS
- CAN/LIN bus
- Intermittent fault diagnosis
- Fault code breakdown
- Should PRECEDE every OEM electrical class

HVAC EFFICIENCY 90 DAYS
- System components & operation
- Evac, re-charge & leak detection
- System diagnostics, service & repair
- 609 certification

LIVE ADVISOR TRAINING - ADD .2/HOUR PER RO
TECHNICAL KNOWLEDGE – INFORMATION GATHERING & DOCUMENTATION –
CUSTOMER EDUCATION & COMMUNICATION – OBJECTION HANDLING & ROLE PLAYING





Mobile Video Learning Management Advantage

THE VALUE

RETENTION

ORIGIN

ACCOUNTABLE

ADAPTABLE

EFFICIENT





DRIVE RETENTION

Why do they
leave?

Missing
link

**66% DEFECT IN 11
MONTHS**

- ASE

LARGEST FRUSTRATION:

48% - TRAINING

22% - COMMUNICATION

- MTI



Why They Leave

Top 5 reasons

- Management doesn't care
- No career path
- No time for training
- Not passionate
- Not part of something bigger

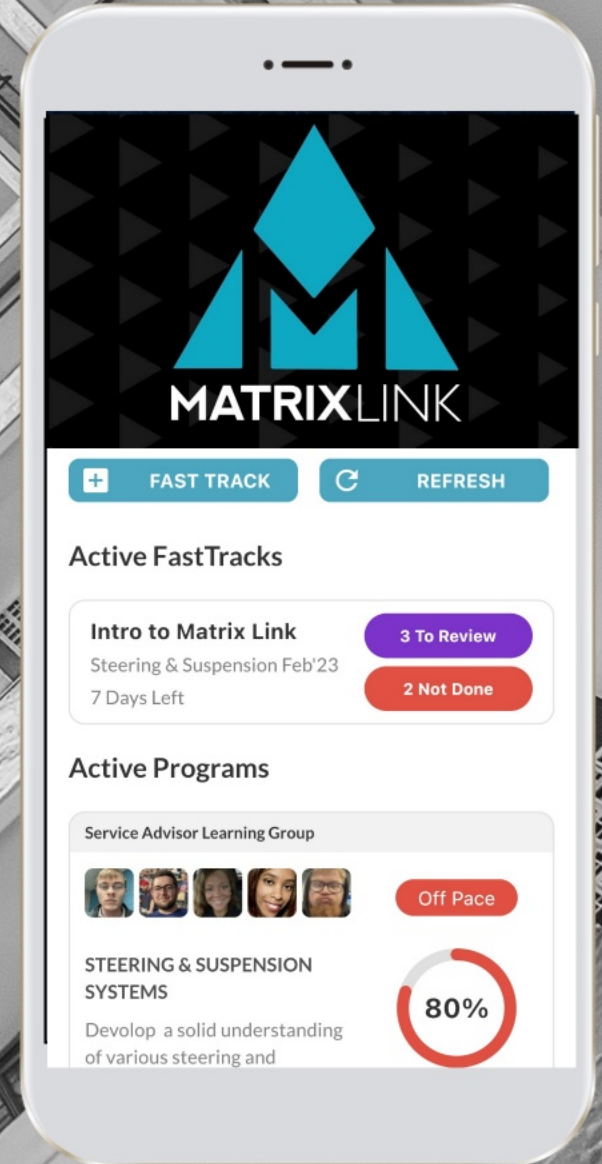


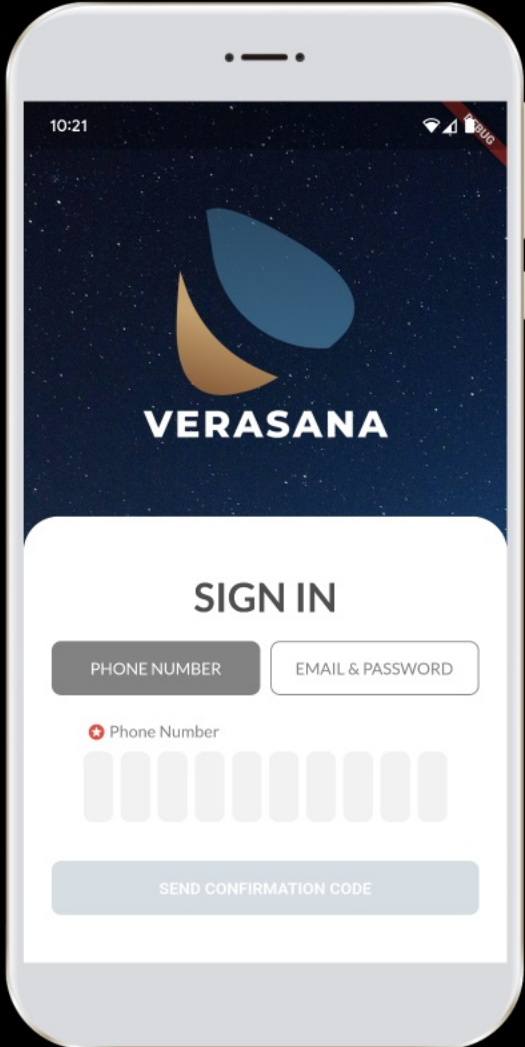


Manager Overload

Employees **want** info
Owners will **PAY** not **PLAY**

No **tool**
No **time**
No **chance**





Mobile Video Learning Management Advantage

THE VALUE

RETENTION

ORIGIN

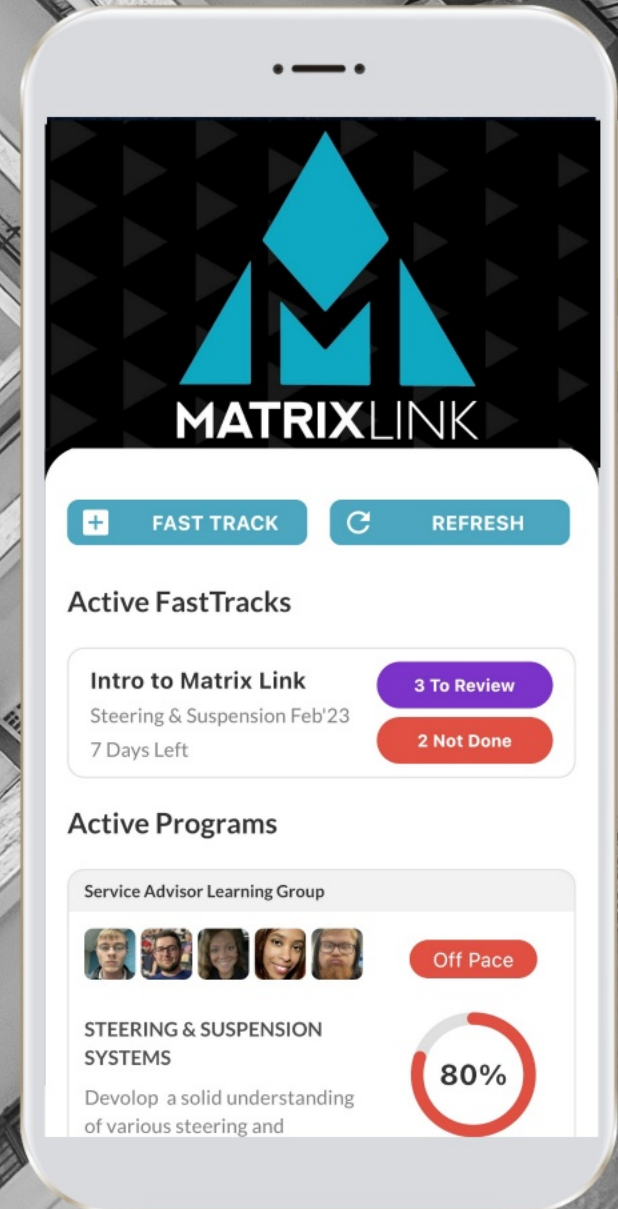
ACCOUNTABLE

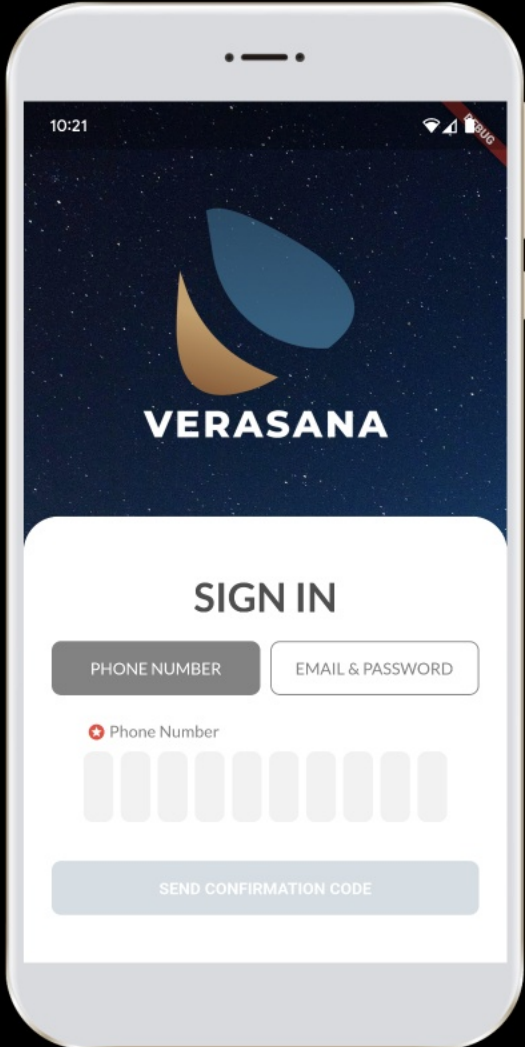
ADAPTABLE

EFFICIENT



- Connect managers and employees via training
- Accountability at all levels
- Modern, user-friendly, mobile





Mobile Video Learning Management Advantage

THE VALUE

RETENTION

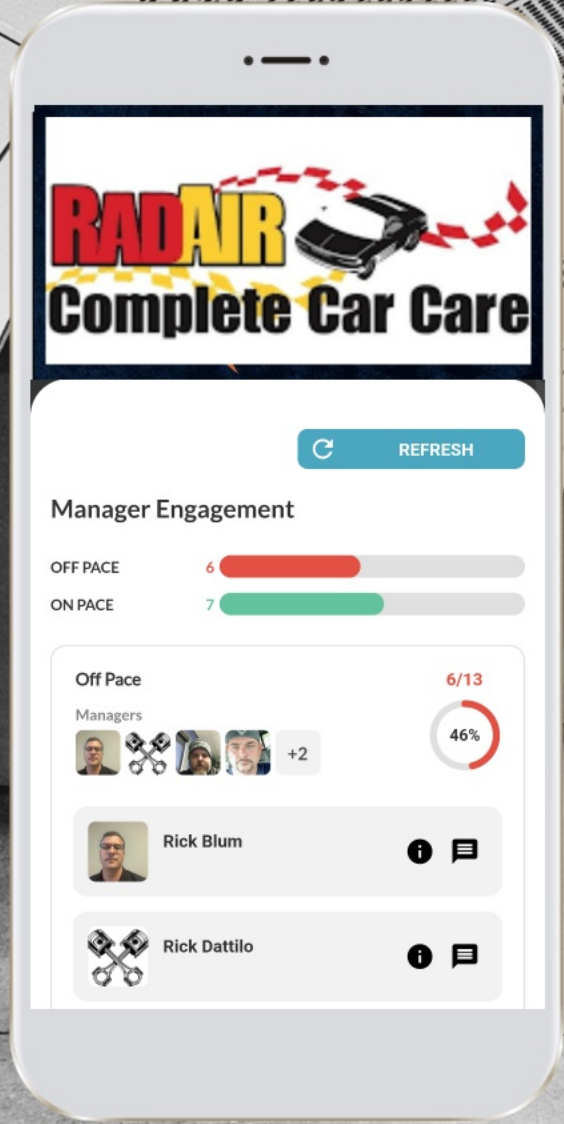
ORIGIN

ACCOUNTABLE

ADAPTABLE

EFFICIENT





OWNERS
MANAGING THE MANAGERS

"How is training going?"

MANAGER

MANAGER'S DILEMMA

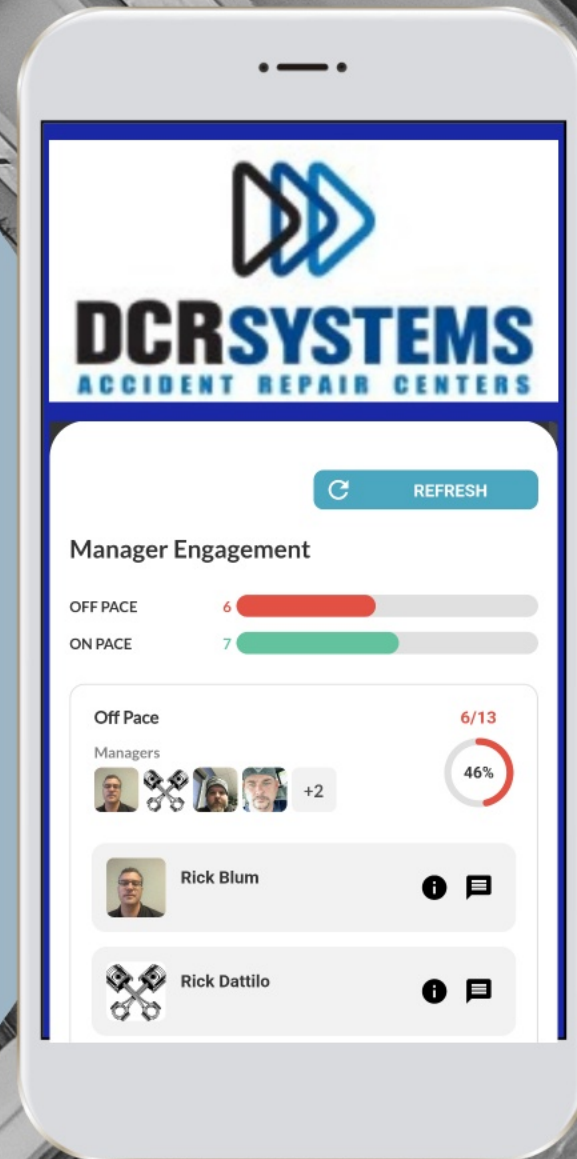
TRAINING IS CRUCIAL...TOMORROW.

Share knowledge efficiently

Ensure message retention

Promote accountability

Make coaching easy & effective



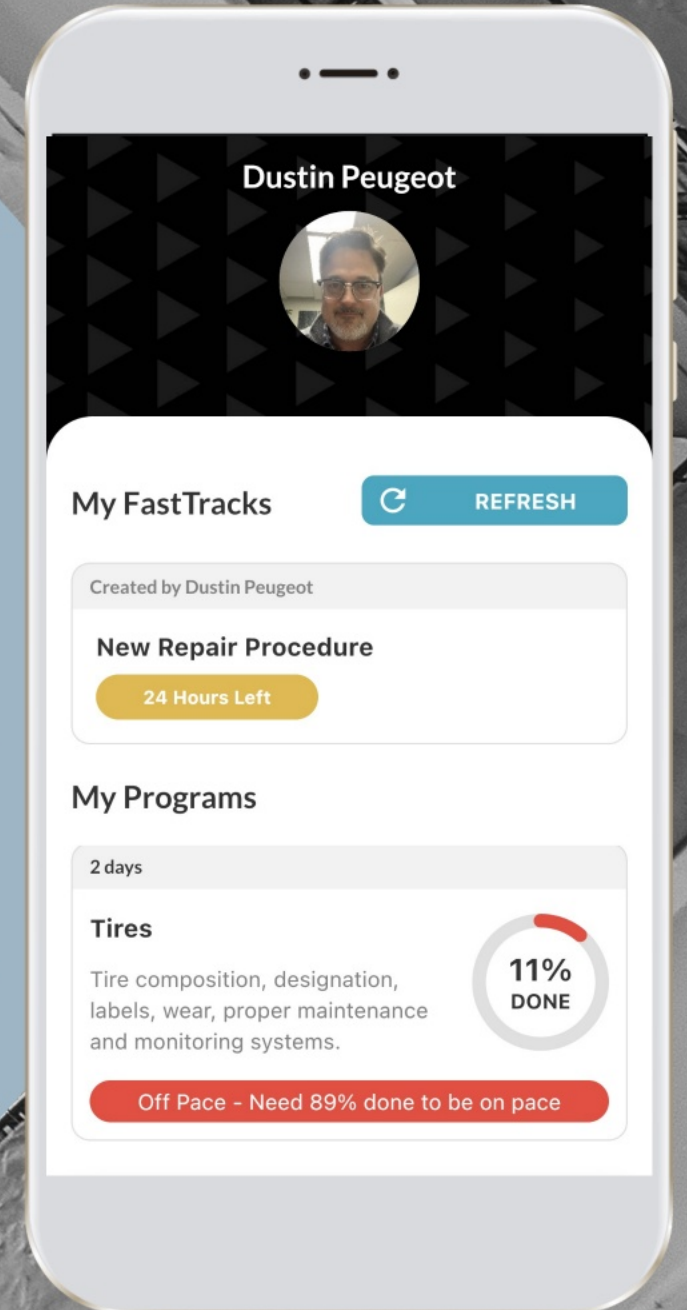
EMPLOYEES

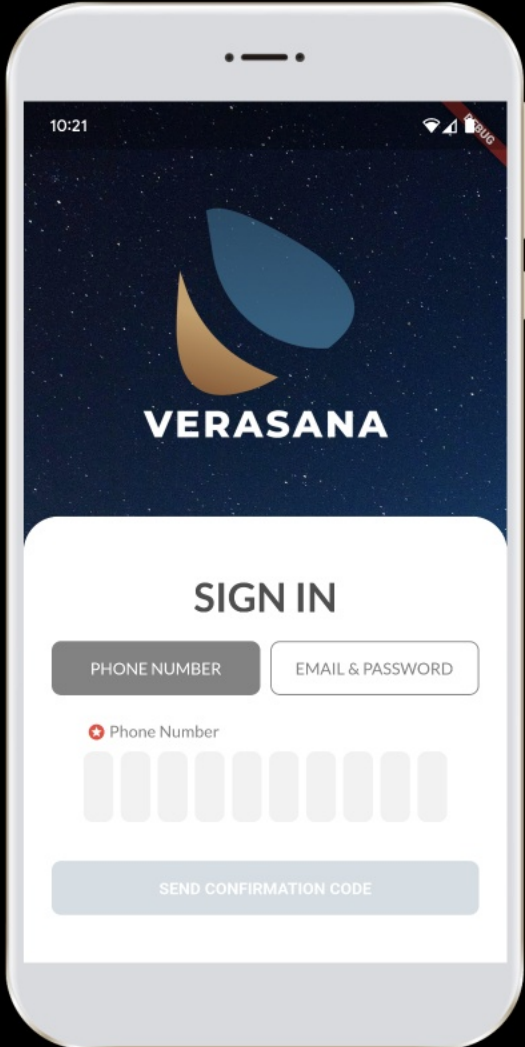


Colton Hinkle
General Manager, Infiniti of Beachwood

Employees

Personal
Practical
Practice Safely
Consistent
Expect Feedback





Mobile Video Learning Management Advantage

THE VALUE

RETENTION

ORIGIN

ACCOUNTABLE

ADAPTABLE

EFFICIENT





BUILT FOR AUTO INDUSTRY

Things happen.

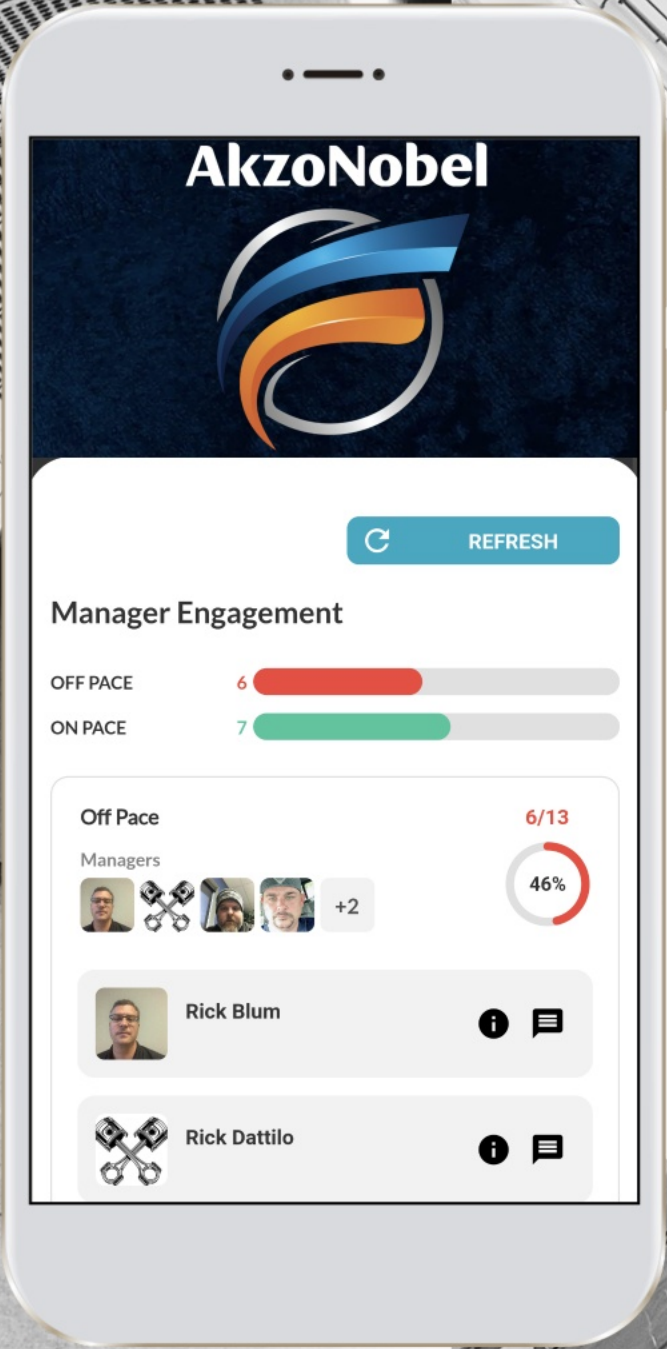
Things change.

Turnover. Retirement.

**Mobile
Distribution**

**Instant
Content**

**Resource
Libraries**



MOBILE DISTRIBUTION

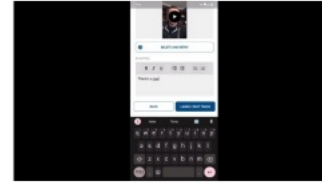
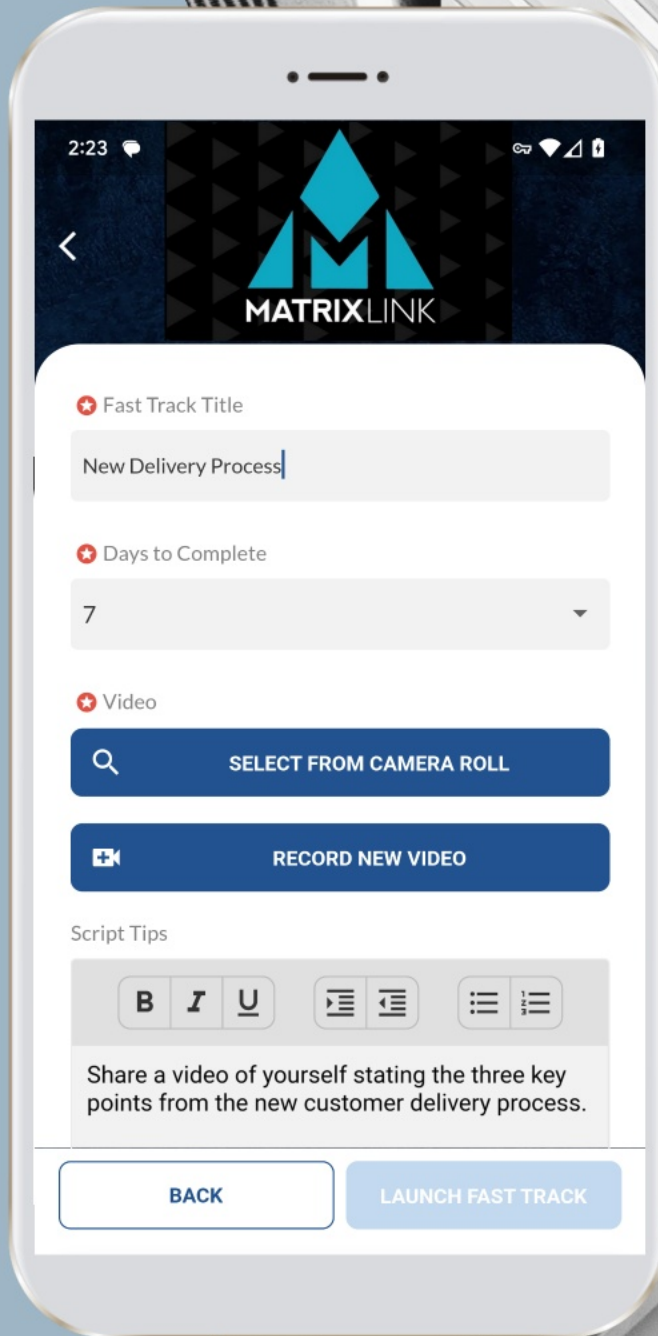
83%

of adults 50-64 use

YouTube

- Global Media Insight





Instant Content
Time Sensitive
Communication
Feedback
Accountability
Sharing

CONTENT VAULT

 REFRESH

 Auggie ArUco Installation

 Multi-point Inspection How-To

 April 2023 Service Specials

 Menu Presentation

 Delivery Checklist

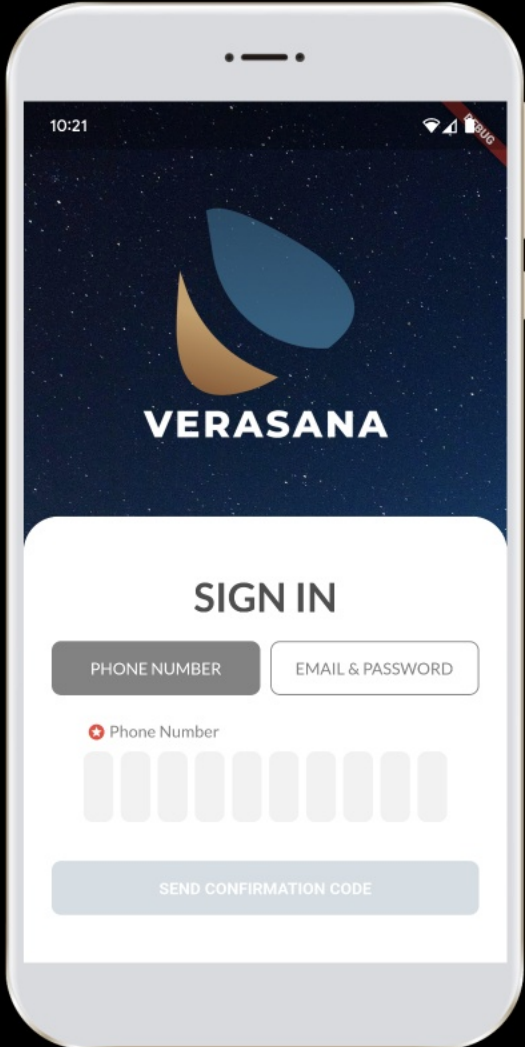
 Benefits of Certified Pre-Owned



THE VAULT

**INSTANT ACCESS TO INFORMATION THAT
DRIVES PERFORMANCE**

- Selling tools
- Training resources
- SOPs
- How-to videos
- Value-added media



Mobile Video Learning Management Advantage

THE VALUE

RETENTION

ORIGIN

ACCOUNTABLE

ADAPTABLE

EFFICIENT



Communicate At Scale



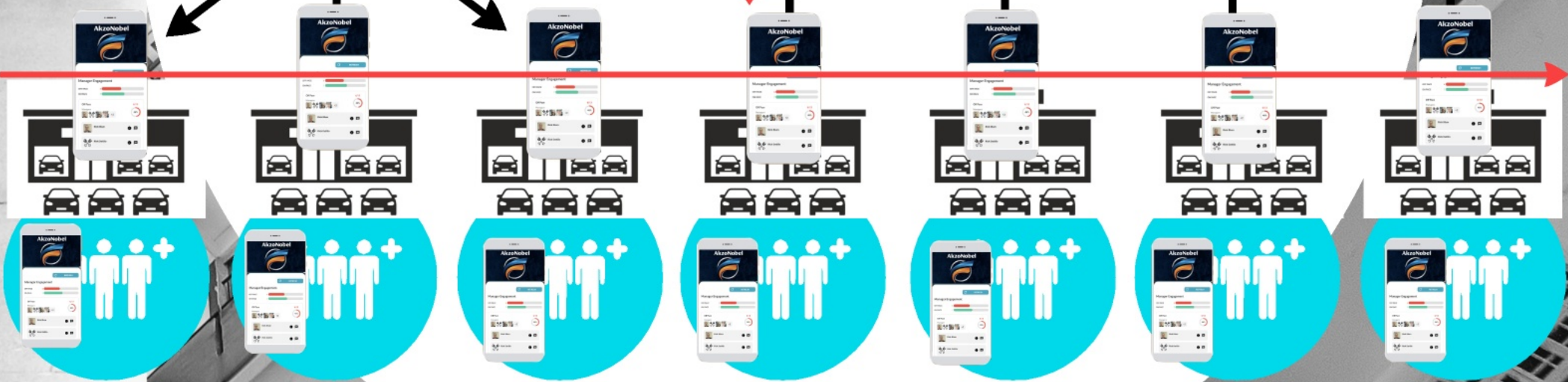
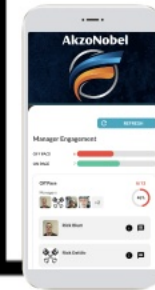
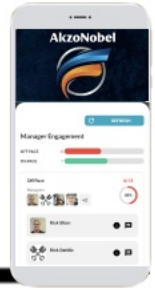
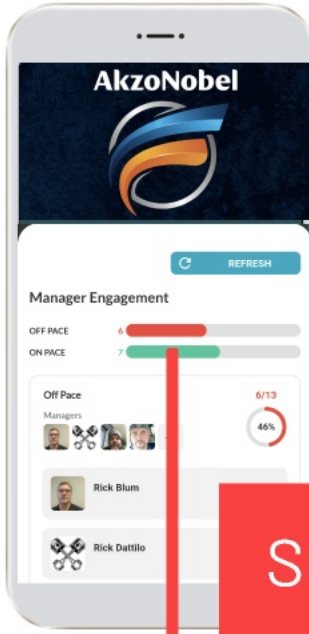
Bob Gilbert
North American Business Consultant
AkzoNobel

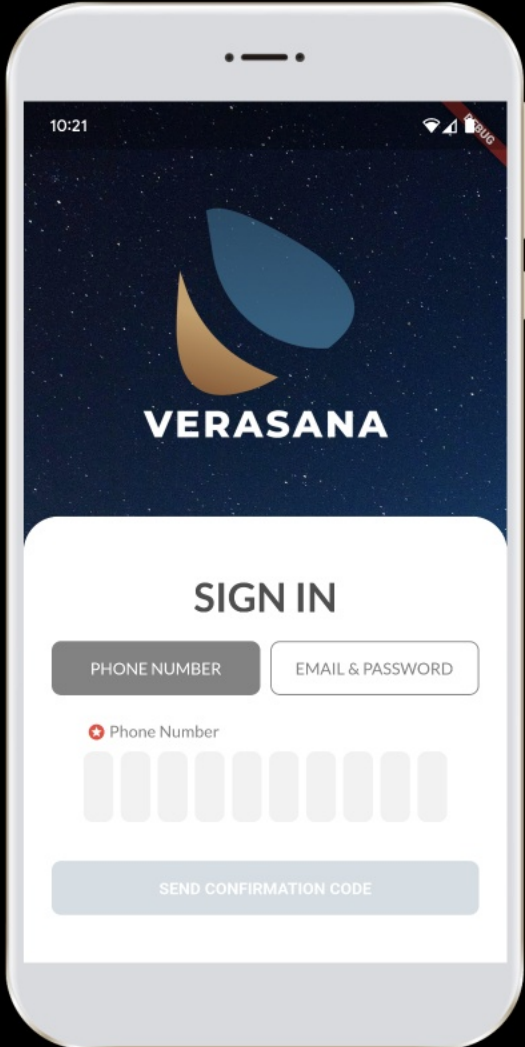


**MSOs
&
DEALER
GROUPS**

MULTI-LOCATION

SUPERGROUPS





Mobile Video Learning Management Advantage

THE VALUE

RETENTION

ORIGIN

ACCOUNTABLE

ADAPTABLE

EFFICIENT





- Distribute content efficiently
- Create content efficiently
- Drive retention
- Access content efficiently

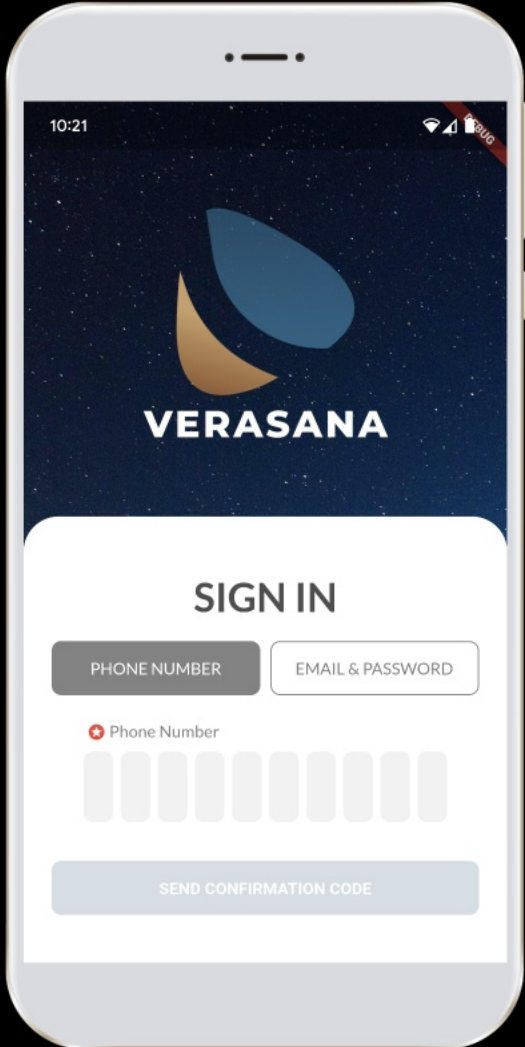


Differentiate your brand.
Affect performance.
Develop people.

**GET A
DEMO**

**Use this form to get
demo access today**





Mobile Video Learning Management Advantage

THE VALUE

RETENTION

ORIGIN

ACCOUNTABLE

ADAPTABLE

EFFICIENT

