



## For Elite Clients only

**The Elite Mission Statement:** Elite's mission is to use our team of the top experts in America to help automotive professionals reach their goals and live happier lives, while elevating the industry that we love so much. This mission will be accomplished without ever compromising our ethics, or the trust that is placed in us.

## UPCOMING ELITE COURSES

*For Our Industry Professionals*

### Initial Three Days of Elite Masters Course for Qualified Service Advisors

September 10-12, 2020 Location: Online



Instructors: Jen Monclus & Bob Cooper of Elite Price: Elite clients receive a full 10% discount on this course.

**SPECIAL NOTICE:** Due to the virus, the initial 3 days of this course will be delivered online. Accordingly, this is a rare opportunity for you to take advantage of the industry's #1 sales & customer care course, without having to incur the cost of student travel & lodging. This is the industry's only sales course for advisors that delivers an average sales increase of over \$2,500 per week, improved customer satisfaction, and a permanent change in the advisor's behavior. If you would like to see your advisors bring in more of those first-time callers, increase your ARO, put more money on your bottom line, and generate more wonderful 5-star reviews, then this course is ideal for you. The 6-month intensive course is unlike any other, and there is no better time than now to improve your team's skills. Please note that all advisors must be vetted and qualify before they are accepted. To learn more, simply visit our website at [Elite Masters Program](#) or contact Jen Monclus at (800) 204-3548.

### Online Business Management Courses

Weeks of Sept 14 & 21, 2020 Location: Online

Instructors: Joe Marconi, with commentary from Kevin Vaught

Price: \$1,995 (Pro Service & Top Shop 360 Clients – Entire tuition is waived)

Due to the virus, we are again unable to host our Fly with the Eagles course. Therefore, we will be offering 3-hour sessions (with breaks) Monday through Thursday during the weeks of Sept 14 & 21. By joining us you will learn the latest techniques in finding and hiring the superstars, how to control your expenses and how to bring in the perfect customers. In addition, you will learn the best-

kept secrets of the best pay plans, how to keep your employees operating at peak performance, how to effectively manage your time and a whole lot more. If you are looking for leading edge training, or if you're simply looking for a refresher, then this course is going to be ideal for you. As a Pro Service or Top Shop 360 client, not only can you attend tuition free, but your business partners, your managers and your spouses can join us at no charge as well. Stay tuned, because enrollment info will be coming to you soon!

#### ELITE WORLDWIDE, INC.

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## Elite Sales Master University



### A Powerful New Tool for Your Success

We are pleased to announce that as an Elite client, you and your advisors are entitled to 24/7 access to our all-new Sales Master University at no charge. This unique training program will provide your advisors with a consistent flow of industry leading training, along with testing and other resources that will help you maximize your sales and customer satisfaction. If you have not yet registered, simply speak with your coach because we are confident you will love what you discover.



## Spotlight Elite Coaching Client

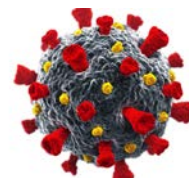


We're proud to congratulate Top Shop 360 client Walee Gon, who continues to amaze us with his accomplishments after more than 8 years of working with him. Walee and his shop, Faxon Garage, celebrated their best June ever this summer, and followed it up with a July that beat last year's July by 64%! In addition to the outstanding sales, Walee takes extraordinary care of his employees and his customers, so it's truly an honor to be able to work with him.

**WALEE GON, FAXTON GARAGE**

## A Business Lesson Taught by a Virus

### Leadership Tips from Bob Cooper



Since we all know that history repeats itself, it's not a question of whether the other shoe will drop, but rather it's a question of when. If you want to both survive and thrive during the next challenging time, then use the following 5-point plan:

- #1. Accept the Responsibility of Leadership** - You'll need to have clearly defined goals in place. It's important that you truly believe in these goals and your ability to reach them.
- #2. Ensure Your Employees Are People You Genuinely Believe In** - If you have the wrong people, when the challenging times do come, they will all be pulling in different directions. This in itself can bring the best of businesses down. For this reason, it's crucial that you have the right employees on your team.
- #3. Communicate, Communicate, Communicate** - Ensure your entire team is aware of your plans for making it through the challenging times, and clearly demonstrate your unwavering confidence in them and in your own abilities.
- #4. Be Financially Prepared** - Simply put, have enough financial reserves to carry you through at least 3-4 months.
- #5. Accept the Unpredictability of Business** - If you look at all the companies that have done well this year, I am confident you will find they are the ones that are led by passionate people who believe in themselves and their employees, and who were well-prepared for the challenging times they knew would certainly come.



## Robert Ohlmann

### World-Class Elite Business Development Coach

Robert is a true superstar in countless ways. He took over his father's shop when he was only 26 years old after his father unexpectedly passed away. He joined our family as a Top Shop Client, he was assigned to Mike Kost, and from that point forward, Robert took the business to levels that would certainly make his father proud. Today his shop has 20 bays and 18 employees. Countless articles have been written about Robert and his shop, and what he has done for his community is breathtaking. Since becoming a Business Development Coach for us, we have watched him help others make their dreams come true as well. Robert truly is a superstar in every sense of the word.