



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.



Tips for the Pros

As the leader of your company, people will judge you by what you do far more than what you say. Bear in mind that you are being watched at all times, so it's crucial to demonstrate the behavior you hope to see from others. In addition, be very careful with the promises you make, as these promises must be kept no matter what. Always remember that your actions speak louder than your words.

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UPCOMING ELITE COURSES

For Our Industry Professionals

Initial Three Days of Elite Masters Course for Qualified Service Advisors

March 5-7, 2020 Location: San Diego, CA



Presenter: Jen Monclus & Doris Barnes of Elite

Price: Elite clients receive a 10% discount

The industry's only sales course that delivers an average sales increase of over \$2,500 per week, improved customer satisfaction, and a permanent change in the advisor's behavior. Contact Jen Monclus at (800) 204-3548 to learn about student eligibility and requirements.

Powerful Interviewing Tips From One of the Nation's Leading Recruiting Experts, with Q&A

March 24, 2020 (10:00am -10:45am PT) Location: Online

Instructors: Bob Cooper & Darrin Barney with guest Neil Morelli of Berke Assessments

Price: No charge (Webinar sponsored by Bolt On Technology)

Unlike a typical webinar, this will be an open forum web session and you will be able to sit in on a conversation being held with two industry leaders, and one of the nation's leading authorities on interviewing. Bob Cooper, the founder and President of Elite, will be joined by Darrin Barney of Barney Brothers Off Road in Grand Junction CO, and by Neil Morelli of Berke Assessments, the nation's leading behavioral assessment company.

Not only will Bob and Darrin be asking Neil about what he sees working extremely well in all industries, but you will be able to ask questions as well. This is certainly one complimentary web session you won't want to miss, so register today.

[Online registration link](#)



Jim Berberich

World-Class Elite Business Development Coach

Jim really is the truest definition of a superstar. He grew one of the top shops in America, and since then has helped many Elite clients go right to the top. In addition to using his talents and skills to help other shop owners, Jim spends a good amount of his time helping others outside of the industry. I am pleased to report he has traveled to countless nations helping those in desperate need of food, water and shelter, and as expected, he pours his heart into all that he does. Jim Berberich truly is a gift not only to Elite and our clients, but to every life that he touches.

Spotlight Elite Coaching Client



Erick Carlson

We couldn't be more excited to congratulate Elite Top Shop 360 client Erick Carlson, manager Tim White, and the talented team at Quantum Mechanics for making January the best month in the shop's history! Tim was recently promoted to manager and started participating in the weekly coaching sessions with Erick and Elite Business Development Kevin Vaught. Erick feels that Tim doing such an outstanding job in his new

role and participating in the coaching process have been two of the biggest keys to the company's impressive growth. While Erick would never volunteer it, after working with him for 5 years we can say without hesitation that his leadership, hard work, willingness to try new things and the incredible culture he's created have all been critical to Quantum Mechanic's success as well! Erick, it's an honor to be able to work with you, and we look forward to watching your shop's best month ever turn into your best year ever!

Tips on Managing Your Time

A Tip for the Elite Professionals

As the leader of your company, you have many responsibilities. Accomplishing all of your tasks at hand will require you to be an effective manager of your time. Here are some tips that will help you do just that:

1. Ensure you are working on the things that will have long-term impact on the business, rather than just urgent matters. This includes working on your goals, your plans and recruiting.
2. Have clearly defined goals in place. If you have not yet set your personal and business goals, you should take advantage of the Elite Goal Setting Guide that is available to our clients. To access your copy, simply ask your Business Development Coach.
3. Set aside time each week to step away from the shop to focus on important business matters. Ideally, this will be done at home or some other location where you won't be distracted by the shop's daily activities. Be sure to request that employees please not interrupt you during this time unless it's a medical emergency or something extremely urgent.

World-Class Course for Elite Clients

May 12 - 15, San Diego, CA



Joe Marconi

This industry acclaimed course really is unlike any other, and because you're a part of our Elite family, it's available to you at no charge. This course is perfect for shop owners and managers, regardless of their level of experience. It will be presented by Joe Marconi, one of the top shop owners in America, and we are pleased to report that the reason so many shop owners have turned to Elite for training is because it is ethics-based, and delivers unparalleled results. To learn more about this powerful course, call (800) 204-3548 or visit our [Fly with the Eagles](#) web page. To register, simply send an email to Michele Cooper at m.cooper@EliteWorldwide.com.