

## **ACKNOWLEDGEMENTS**

Many dedicated and professional individuals have contributed in a positive way to the AOCA Management Certification Training Course since its inception. Hundreds upon hundreds of managers are providing greater value to their companies, to their customers and to this association and industry because of what they learned in this course. Many owners credit this course with the success of their companies. The fact also remains that course evaluations over the years have been extremely high. Credit belongs in numerous places, not the least of which are the many Boards of Directors, Education Committee members and staff throughout the years who have provided leadership and direction.

For the 2018 update of this course, the Board of Directors deserves recognition for agreeing to undertake the project. However, six individuals in particular deserve special recognition, as they spent countless hours reviewing content, creating new content and discussing how to add value to this course and the AOCA membership. They are AOCA members and leaders Rick Price, Kevin Davis, Dave Haney, Dave Jensen, Scott Morrison, Jim Grant and Ragan Holt.

In addition, Rick Price and Kevin Davis deserve special recognition for their dedication to AOCA, the industry and to this course. Mr. Price and Mr. Davis are the architects and longtime instructors of the course. In addition to teaching, and the time and energy that takes, they have also contributed usable content, checklists, forms and more for students in the course, many of which you will find with the provided resources.

Thank you to all who have contributed!

This course and AOCA education falls under the purview of the AOCA Education Committee. If you would like to get involved, contact AOCA today!

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# PREFACE

## **CONGRATULATIONS!**

Through your attendance at the AOCA Management Certification Course, you are taking a major step forward and turning what might have been a job into a rewarding career helping consumers save money, protect the environment and enjoy their vehicles.

If you are not the owner of your shop, then you owe it to the owner to thank them for their commitment to you in sending you to this important class.

If you are the owner, then you owe yourself a pat on the back for investing in yourself and your managers. The dividends from this investment will pay many, many times over in productivity, profitability and improved service to your customers.

Perhaps most importantly, return to your center with a renewed sense of the vital service you provide to consumers. And, be sure to share the information and tools provided to you with those under your supervision and be sure to educate your owner about this course and what you learned!

## **HOW TO USE THIS MANUAL**

You should read and study this manual in the order in which it is presented. You will notice that the central theme running through each chapter is service. If you apply everything you read to the principle of providing service to the customer, then you will find everything falling into place.

It is recommended that you read this manual in its entirety and use it as a reference manual and as a tool for training other employees. This manual is the written component of the AOCA Management Certification Course and is the text that will be used during the course. After completing the two (2) days of classroom instruction you will be given a 75 question multiple choice examination which will require a minimum grade of 80% to pass and will earn you the AOCA Manager Certification.

## **ABOUT AOCA:**

The **Automotive Oil Change Association (AOCA)** is a non-profit trade organization representing the fast lube industry. The association was founded in 1987 and is headquartered in Sacramento, CA. AOCA is dedicated to enhancing the competency of fast lube owners, educating the public about the benefits of preventive automotive maintenance, and maintaining a favorable business environment for the industry.

AOCA members adhere to a code of ethics and a standard of service excellence. Members provide "Professional Service at Your Convenience" to the motoring public, helping to extend the life and safety factors of their motor vehicles through quality maintenance.

Emphasizing education, the Automotive Oil Change Association provides expert technical training for lube center employees. For the business owners and managers the organization provides programs to enhance management skills, automotive service and industry issues. The Association also serves as a resource for consumers regarding the benefits of regular, preventive maintenance in protecting their automotive investment.

In addition, AOCA provides counsel on regulatory issues, represents the industry on Capitol Hill, and develops research data on the convenient auto service market. The association also makes available a wide variety of business products and services to help members improve business operations.

AOCA represents over 3,300 auto maintenance centers throughout the United States, Mexico, Canada and many other countries around the world.

- Coach employees
- Manage customer complaints and claims.