

MECHANICAL SERVICE REPAIR SEGMENT

Accredited Automotive Office Manager AAOM Professional Designation

Managers overseeing front office operations are the cornerstone of successful service repair businesses. In fact, individuals working in front office positions often have the greatest influence on customer satisfaction and loyalty. The education represented by this designation is ideal for those overseeing office staff and ensuring front office operations are running effectively and efficiently. This 60-credit hour professional designation builds off of AMI's Automotive Mechanical Service Repair Customer Service Certificate by recognizing its Core Competency and Elective credits. It requires 32 Core Competency credit hours and 28 Elective credit hours and is a career-step toward the "Accredited Automotive Manager" (AAM) Professional Designation.

Core Competencies taught online in this program:

- Time Management
- Effective Communications
- Effective Leadership
- Three Steps to Successful Marketing – *By Frank Terlep*
- Customer Relations
- Phone Skills – *By Jeremy O'Neal*
- Selling Skills
- Social Media Management – *By Mark Claypool*
- Understanding Financial Statements – *By Mike Anderson*
- Job Costing – *By Jeremy O'Neal*
- KPI Basics – *By Jeremy O'Neal*
- Shop Profitability – *By Jeremy O'Neal*
- Parts Management – *By Jeremy O'Neal*
- Service Advisory & Diagnostics – *By Jeremy O'Neal*
- Ethics
- Website & SEO – *By Mark Claypool*
- Email Security – *By Mark Claypool*
- Cyber Security – *By Mark Claypool*
- State & Federal Law Compliance
- Staff Recruitment
- Interviewing Skills
- Hiring Best Practices
- Employee Termination
- Basics of Business Insurance – *By Michael Graham*
- EPA Compliance
- OSHA Compliance

Over 200 elective courses are available to choose from and include topics such as:

- Developing SOPs
- Creating a Company Vision & Mission
- Negotiating Skills
- Conflict Resolution
- Advanced Diagnostics Management
- Credit Card Processing & PCI Compliance
- Advanced Selling Skills
- Advanced Phone Skills
- Advanced Profitability
- Business Writing
- Much More

www.amionline.org