

# COLLISION REPAIR SEGMENT

## Accredited Automotive Office Manager AAOM Professional Designation

Managers overseeing front office operations are the cornerstone of successful collision repair businesses. In fact, individuals working in front office positions often have the greatest influence on CSI and Net Promoter Scores. 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 Collision 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
- Selling Skills
- Social Media Management – **By Mark Claypool**
- Understanding Financial Statements – **By Mike Anderson**
- Job Costing – **By Mike Anderson**
- KPI Basics – **By Mike Anderson**
- Shop Profitability – **By Mike Anderson**
- Parts Management – **By Mike Anderson**
- Estimating Essentials
- 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
- Improving CSI (3-part series) – **By Mike Anderson**
- Credit Card Processing & PCI Compliance
- Advanced Selling Skills
- Advanced Phone Skills
- Advanced Profitability
- Business Writing
- Much More