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Automotive Parts Training

Program Catalog



Introduction

Welcome to the world of automotive parts distribution. By looking at this you have acknowledged an interest into an aspect of the transportation industry. According to the Automotive Aftermarket Industry Association, AAIA, this segment employs 3.9 million people, generates \$274 billion a year, and has half a million locations. This is a fast pace and rewarding profession. You will be part of an industry that keeps American moving and being the great nation that it is.

This program is a culmination of over 40 years experience in retail, wholesale, warehousing and customer service. Eighteen years ago this was the first program of its kind in the nation to be taught in a classroom for training parts specialist. This program has now been converted into an online training system that offers all the new technology in the effort to bring state of the art training and information to the student. Students will feel like they are in a real classroom.

The goal of these programs is to give the student the tools to become a professional parts specialist, manager, outside sales representative, manufacturer's representative, or manufacturer's agent, to name a few.

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General Information

Mission

Automotive Parts Training's mission is to provide state of the art education to those who wish to work in the automotive parts distribution industry. This training will help provide the students with the skills to be the top producers in retail, wholesale, and warehousing operations. It will be focused on system and product knowledge; as well as customer service skills and management. The goal is to raise the standard in the industry to provide higher customer satisfaction and encourage return customers.

General Information

Goal and Educational Objectives

The goals for this program is to provide education that best fits the student's individual learning styles. This will be done through evaluation of the student and then guiding them through the activities that will enhance their education and allow them to expand their knowledge base. By doing it this way the advantage is given to the student by instructing them in the learning style they learn in the best. All students will receive the same information, the difference will be how it is presented to that individual student's learning style. This program's goal will be to give the student the most current and accurate information. It will use the most advanced technology to accomplish this goal. The student's will receive skills in both customer service and management practices. The student will learn about the history of the distribution system, systems of a vehicle; both concepts and components, products that are used to services those systems, inventory control, merchandising, wholesale and retail operations and much more. The student will complete the program with a well rounded knowledge base that will give them the edge over their peers doing the same job. This program is what will make them top performers.

General Information

Potential Occupations

This training will prepare the student for positions working in many positions such as:

Automotive Parts Store— Working on the counter as a parts specialist in both wholesale and a retail setting. Working with customers, merchandising, inventory control and clean up.

Store Manager— Managing and supervising employees, managing schedules, inventory control and reordering, merchandising and operations. Involved with profit and loss of the business.

Entrepreneurship— Owning and operating a small business, an automotive parts store.

Warehouse—Working in an automotive parts warehouse, and even in supervisor or management. It will allow the student to work in a warehouse setting as well.

Automotive Repair Shop— Ordering parts for a repair shop that orders parts. Controlling the inventory and meeting their supplies needs.

Buyer—Purchase automotive repair parts for organizations that have a fleet of vehicles. Knowing how to save money and get quality parts and supplies.

General Information

History

These programs were started more than 18 years ago in a local business school. The programs were developed to bring a higher standard to the automotive parts industry. At that time, the training for this industry was limited. As this profession has developed, the needs were identified, but the corrections have not been implemented to solve all of the customer service issues. The training missed a lot of the technical aspect of the parts specialists job, which is what the customers require. When a wholesale customer is calling a parts specialist, they expect to have a short and accurate conversation. They expect to speak to someone who speaks the same technical language as they do and expects the parts specialist to send the correct part the first time. This is what raises productivity for the parts professional. This program combines both the technical and customer service aspects to train an expert parts professional. This program emphasizes vehicle systems and components, as well as basic diagnostics. These are the skills that are required to solve problems for customers, both wholesale and retail. The parts specialist “needs to know more than the customer” in order to solve their situations.

The program for the parts management training will cover the areas of inventory control, managerial finance, supervisory skills, merchandising and operations.

Staff

DeWayne Demland, President/Instructor

DeWayne has over 40 years experience in the automotive parts industry. At a very young age, DeWayne became involved in the family automotive parts store, that was started by his grandfather. He eventually became the manager of the store before its closing in 1996. DeWayne excelled in his education of the business and in technology of automotive parts and repair. He holds over 150 industry certifications for his achievements in education. DeWayne has been an educator for over 30 years and has been recognized for his abilities from automotive training associations. His years in small business and then in corporate organizations have given him great skills across a wide range of disciplines. DeWayne has also had several articles published in automotive parts trade journals.

Stacey Demland, Administrator

Stacey has more than 30 years experience in accounting and administrative work. She was also involved in the family business for 20 years. Stacey will be overseeing all administrative operations for the training program.

Admissions

Requirements

Admission is open to anyone 18 years or older who possess a high school diploma or GED, and who can comprehend and assimilate the concepts and details in automotive parts distribution. Basic typing and math, and a good command of the English language is required. This will be determined by an online assessment and an interview during the application process. Prior experience in automotive repair, and customer service may be helpful, but not required. Automotive Parts Training does not provide any English as a Second Language, ESL, courses. All students must have internet access.

Admission Policies

Automotive Parts Training admits qualified individuals without discrimination towards race, color, national or ethnic origin, marital status, sex, sexual orientation, age, religion or physical ability.

Admission Procedures

An application will be submitted by the prospective student, which may be downloaded from the web site, completed and then emailed back.

Admissions

Required Textbooks, Tuition and Fees

All required text will be found on the web site through each course. All information contained is copyrighted by Automotive Parts Training, LLC and may not be used without expressed written consent. There will be a list of recommended reading material. These materials are not required but may add additional information that may assist the student in understanding some concepts and perspectives that they have been introduced to during the course.

Tuition and Fees

There is no application fee to start either program. A student is enrolled for a complete program only.

Marketing 10 courses \$300 each total \$3,000

Management 7 courses \$300 each total \$2,100

The student's employer will be required to pay for the student under the terms set forth under the agreement between the employer and Automotive Parts Training.

The student that completes the Marketing program will receive a certificate as an Automotive Parts Marketing Specialist. A student that completes the Management Program will receive a certificate as an Automotive Parts Management.

Program Paths

There are two program paths that may be taken. The major emphasis of the two program paths is that of the Automotive Aftermarket. Each course will take the student approximately 30 clock hours to complete.

Parts Marketing Specialist

This program path will prepare the student with the skills required to perform the job of a parts specialist. Working in the sales side of the business, with emphasis on the components and their functions in the overall system operation of the vehicle. It will help to provide the student with the technical skills as well as the customer service skills to be a top performer in any parts distributions business. There are ten courses in this program path.

Parts Management

This program path will prepare the student in the management side of the business. It will give them the skills required to supervise others, understand accounting principles, financial management principles, retail and wholesale operations, and merchandising. This path will even help the student to understand what it takes to start their own small business if they so desire.

Program Paths

How the Program Works

All courses are completed online through the internet. Any place the student has internet access, they can complete their course. Each course contains separate modules within that course. These modules must be completed in a specific order. Each module will contain the information that is specific to the objective for that module. It will also contain a writing assignment that will help the student to become a better communicator. These writing assignments are used to help the student grow in a way so that they communicate in a professional manner. There is also a test for each module. These test questions are in a test bank, and students only see a small percentage of them in each test. There is also a final exam that test the students understanding of the information presented in each module, as well as a parts identification test that helps the students identify what customers will be asking them to locate for replacement. Each module has several forums to allow for students to interact with the information that they have been working with in the module. There will also be a weekly Webinar held as a virtual classroom, so that students can interact with each other and the instructor.

Courses

Marketing Courses

The following are the courses and descriptions for the Market program.

AP100 Introduction to Auto Parts Marketing

This course is designed to introduce the student to the automotive parts industry and into cataloging systems. It will expose them to their first product line as well. No prerequisite

AP212 Product Technology – Engines

This class will introduce the student to the basic theory of engine, operation, nomenclature and parts application, basic diagnosis, and how to match the correct parts.

AP213 Product Technology – Drive Train

This class will introduce the student to the basic theory of drive train, nomenclature and parts application, basic diagnosis, and how to match the correct parts.

AP214 Product Technology – Brakes

This class will introduce the student to the basic theory of the brakes, operation, nomenclature and parts application, basic diagnosis, and how to match the correct parts.

AP215 Product Technology – Steering & Suspension

This class will introduce the student to the basic theory of steering and suspension, operation, nomenclature and parts application, basic diagnosis, and how to match the correct parts.

AP216 Product Technology – Electrical & Electronics

This class will introduce the student to the basic theory of electrical and electronics, nomenclature and parts application, basic diagnosis, and how to match the correct parts.

AP217 Product Technology – Ignition & Starting

This class will introduce the student to the basic theory of ignition and starting, operation, nomenclature and parts application, basic diagnosis, and how to match the correct parts.

AP218 Product Technology – Fuel & Cooling

This class will introduce the student to the basic theory of fuel and cooling, operation, nomenclature and parts application, basic diagnosis, and how to match the correct parts.

AP219 Product Technology – Heating & Air Conditioning

This class will introduce the student to the basic theory of the heating and air conditioning, nomenclature and parts application, basic diagnosis, and how to match the correct parts.

AP226 Product Technology – Automatic Transmissions

This class will introduce the student to the basic theory of transmissions, nomenclature and parts application, basic diagnosis, and how to match the correct parts.

Management Courses

The following are the courses and descriptions for the Management program.

AP200 Introduction to Auto Parts Management

This course is designed to introduce the student to the automotive parts management.

AP220 Retail Operations

This class will introduce the student to the basic theories of retail store operations including plan-o-grams, inventory marketing, and profit and loss analysis.

AP221 Wholesale Operations

This class will introduce the student to the basic theory of the wholesale business, including marketing strategies and pricing structures.

AP222 Policy and Procedures

This class will introduce the student to the basic theory of policies and procedures including how to right and organize them.

AP223 Financial Management

This class will introduce the student to the basic theory of financial management including basic accounting and taxes and aspects on finance.

AP224 Supervisory Skills

This class will introduce the student to the basic theory supervisory skills and attitudes.

AP225 Automotive Parts Merchandising

This class will introduce the student to the basic theories of merchandising and strategies.

Grading

Successful completion of a course requires a score of 80% or higher of the total course activities. All courses are pass/fail with no letter grade given. Every quiz or final exam can be attempted only once. If a score of less than 80% is obtained, a retest will be granted to the student after the instructor has given remedial training to the student on what needs to be improved. Each course has a list of all activates required within that course, that must be completed in order. There is no credit given for work experience to the student in order for them to bypass a course.

Retaking completed courses

When a student successfully completes a course, that student will be allowed to retake that course for up to a year without charge. This will allow the student to stay current with the new technology that is being introduced in the market.

Calendar

All course are available on the web 24 hours a day, seven days a week; so that a student may access them at any time. The weekly Webinars will be announce to the student , both on the web site and by email, with enough notice that the student can schedule that time. These Webinars should last approximately one hour each.

Record Keeping

All Student academic and financial records are accurately maintained and filed in a secure and organized manner. Students will be given copies upon request.

Student Status

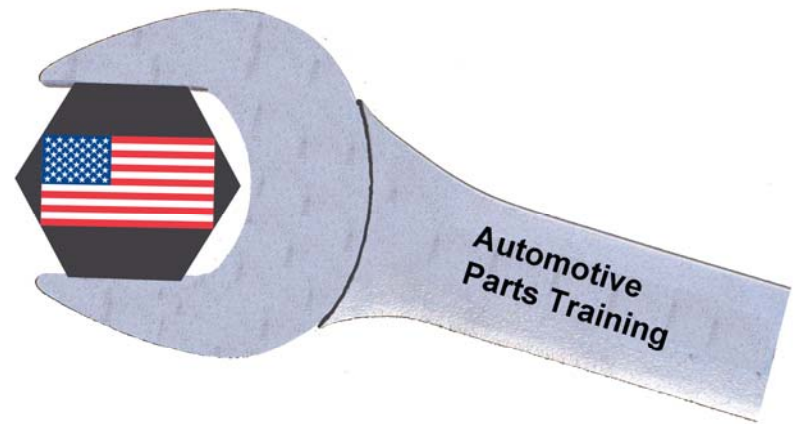
A student will have 18 months to complete their program. Any student that does not complete their program within this period will be required to start their program over; an exception maybe made for extenuating circumstances. A student may request a leave of absence twice during their program, each one not to exceed 30 days. All requests must be made in writing.

Student Grievance

Any student may file a grievance with the President of the training program in writing. The President will then review the grievance. He will then inform the student of the results of that review and all action that was taken within 21 days from the date of the grievance.

Conduct

Students will conduct all communication during their time in any program to the level and professionalism of any college level course. Should the student require remedial assistance in that area they will be given that assistance to bring to that correct standard. No student will participate in any communication that is profane, obscene, or harassing in any form. There is a zero tolerance for that behavior and could result in removal of the student in the program and not allowed to return.



Automotive Parts Training, LLC

PO Box 54234
Phoenix, AZ 85087

Phone: 602-292-0368

E-mail:
programs@automotivepartstraining.com