

# COURSE CATALOG



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## COURSE CATALOG COMMUNICATION & SERVICE DOMAIN

Participants who complete these courses will be able to deliver consistently excellent service and effectively communicate to customers, staff and vendors.



### COMMUNICATION SKILLS

**Communicating Professionally** Good communication begins with acting professionally in all aspects of your job. This course will outline standards of professionalism and review basic communication principles for interacting with coworkers and customers.

**Consistent and Effective Communication** You are a representation of your car wash's brand, and how you communicate, both internally and externally, is part of that brand. This course will teach you how to monitor and respond appropriately to communications, exhibit good judgment when responding to customer and company inquiries, and use best practices to deliver your messages clearly and concisely.

**Communicating Up and Down** In this course, you will learn about effectively communicating both up and down the chain of command. As a manager, you are responsible for communicating not only with the team that you manage, but also keeping your supervisor(s) and executives abreast of any issues, concerns and successes.

**Managing Effective Team Meetings** This course will review how to effectively lead a team meeting, ensuring inclusion and participation from all team members involved. This course will also outline the different meetings that should take place at your car wash, and how to prepare for and follow up after each. Best practices for team communication will be outlined.

### CUSTOMER SERVICE

**Basic Customer Service Principles** In this course, you will learn basic customer service principles to ensure your customers have an amazing experience at your car wash. You will also learn methods for training your team members to embody these principles and rewarding their good customer service habits.

**Creating a WOW Experience for Your Customers** What's the difference between good service and great service? In this course, you will learn what it means to provide excellent customer service and understand customer expectations to ensure your customers leave happy and loyal.

### COMMUNICATING THROUGH CONFLICT

**Challenging Situations** This course will guide you through the fundamentals of handling a challenging situation. Customer complaints are part of doing business, but your job is to keep the negativity to a minimum by handling these complaints quickly and effectively before they escalate. This course will help you identify when customer behavior crosses the line and how to appropriately diffuse the situation.

**Effectively Handling Damage Claims** Learn how to exhibit professionalism when dealing with angry customers. This course will outline appropriate techniques for documenting and addressing damage claims accurately, efficiently and empathetically to increase the likelihood of a positive outcome and return business.

# COURSE CATALOG

## TALENT MANAGEMENT DOMAIN

Participants who complete these courses will be able to effectively hire, onboard, coach and achieve outstanding performance from their employee team.



### RECRUITING AND HIRING PRACTICES

**Fair Hiring Practices** This course addresses legal and illegal hiring practices and how to conduct interview questions to reduce liability at your car wash.

**Hiring Well Through Excellent Interviewing** Increase the strength of your team by preparing managers for the critical skill of interviewing and selecting top candidates. Managers will learn the importance of properly preparing for interviews, as well as how to ask the right kinds of questions and assess candidates to determine if they are right for the job and the organization.

**Building Bench Strength Through Continuous Recruiting** This course will demonstrate why continuous recruiting is crucial to maintaining a high-performing team and train managers to identify potential gaps and positions that may need to be filled in your car wash. Managers will learn how to develop a plan for building the talent pipeline.

### ONBOARDING AND TRAINING

**Onboarding Your New Hire** This course discusses the importance of onboarding and outlines best practices for a successful onboarding program in your car wash.

**Creating Your Onboarding and Training Plan** This course is designed to provide you with information and resources to help you develop your onboarding and training plan for new hires.

**How to Become an Effective Trainer** This learning program addresses the key competencies required for an employee to become an effective trainer. It will coach managers on how to gauge trainee needs, validate comprehension, coach trainees, evaluate performance, and report training progress.

**Cross Training — Increase Your Total Talent** Improve the stability and flexibility of your team by cross-training your top performers. This course will show managers how to prioritize training needs and select the best candidates for development.

### COACHING

**Coaching Hourly Employees** Good coaching skills are key to helping employees develop into high performers, realize more success and, thus, help drive the success of your location. This course

focuses on the benefits of timely coaching, the characteristics of great coaches, common needs that motivate employees, what managers can do to create a positive coaching environment, and tips for improving coaching skills.

**Coaching — Invest in Improvement** Boost the performance of your team by teaching your aspiring site managers the fundamentals of effective manager coaching. This course helps facilitate the shift in mindset that is needed for new site managers to transition from coaching team members to coaching managers.

**Strengthen Team Effectiveness** This course is designed to provide you with training about strengthening team effectiveness through motivation and training. This learning program will cover the stages of team development, why (and what to do when) teams become demotivated, and how to measure and reward good team performance.

**Team Dynamics and Cohesiveness** This course is designed to provide you with training about team dynamics, including generational differences, conflict resolution, and understanding how to create team cohesiveness.

### PERFORMANCE MANAGEMENT

**Using SMART Goals to Target Success:** This learning program outlines the SMART Goals approach for establishing individual and organizational goals to develop a culture of goal setting and achievement in your car wash.

**How to Set Effective Goals** This learning program demonstrates how to set effective goals that will improve your managerial career, leadership abilities, team members, and car wash at large. Managers will also learn to identify and plan for potential obstacles to success.

**Progressive Discipline** Reduce turnover and promote employee development by applying progressive discipline coaching practices. This course shows managers how to retain a high-performing team by identifying the root cause of performance issues and then either coaching improved performance or supporting termination with appropriate documentation when the obstacles cannot be overcome.

**Improving Performance Through Feedback** This course is all about knowing you are not perfect, and that every challenge results in learning whether you made a good or bad decision. You will become a better manager because you review your actions, enlist

feedback from peers and staff, and network with other managers for advice improve your personal performance.

**Delegation — Groom Your Next Superstar** A car wash manager must successfully juggle many different responsibilities every day. Effective delegation is one of the best ways to free up managers' time to handle the big things and expand the abilities of other employees to handle the small things. This course focuses on the components of successful delegation, the level of detail managers need to give employees based on the employee's level of experience, and tips for coaching employees to succeed in the delegated tasks.

**Measuring Team Member Progress** This course provides training on how to develop goals and measure team member progression and/or advancement. It will discuss how to assess your team to identify top performers, recognize strengths and skills gaps, take corrective action when necessary, and recognize excellent progress.

**The Power of Performance Reviews** Do your employees know how they're doing in terms of performance? This course will guide managers on how to provide effective feedback and performance reviews to reduce turnover, promote employee development, and increase profits.

**Effective Termination** This course is designed to provide managers and assistant managers training on how to properly execute employee discipline while minimizing disruption to the team and operations.

### WORKPLACE MANAGEMENT

**The Balancing Act in Creating a Schedule** This course is designed to provide best practices for scheduling labor to balance business needs, employee needs, and team chemistry. It will also outline how to budget for labor at your car wash.

**Understanding Policies and Resolving Issues** This course helps you implement company resources, policies and procedures consistently among your work environment, while strengthening your team's cohesion.

**Harassment-Free Workplace** This learning program addresses best practices for promoting a respectful work environment and reducing liability at your car wash.

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## COURSE CATALOG

# LEADERSHIP DOMAIN



Participants who complete these courses will build skills in time management, executive presence, decision-making and problem solving to develop them into better leaders of their site and team.

**Time Management** Learn time management techniques to ensure that you're spending your time at the wash in the most efficient, effective way possible. Learn how to track your time and tasks and make adjustments to allow for smoother operations.

**Understanding Your Leadership Style** Review the five common leadership styles, and the pros and cons of each. Identify strategies to know when and how to adapt your leadership style depending on the situation.

**Developing Executive Presence** Learn about executive presence – what it is, why it's important, and how to have it. Discover how to understand your team members' perceptions of you, and how to act to inspire your team.

**Effective Decision-Making** Discover best practices for making effective decisions at your wash and for handling risk and uncertainty. Learn to prepare for and handle blowback from unpopular decisions.

**Continuous Improvement** Learn continuous improvement tips and techniques to ensure your wash is running in the most effective, efficient way possible, and develop a plan for optimizing your team's effectiveness.

**Creating a Positive Culture** Understand the importance of fostering a positive culture at your wash, and how your company's culture statement addresses the practices and attitudes your company values. Learn how to ensure the company's culture is being lived out each day through the teams you manage.

**Servant Leadership** Define servant leadership, understand its importance, and learn how to use a servant leader approach to tackle challenging situations you encounter at your site. Strategize a plan to integrate a servant leader culture at your wash.

**Transitioning from Manager to Leader** Identify the difference between being a manager and a leader, and learn strategies for tapping into your leadership potential, developing and maintaining an engaged team, and leading with vision.

**Problem Solving** Learn to detect, prevent, solve, and communicate problems. Discover ways to be creative in your approach to problems, and how to overcome obstacles you may encounter. Develop strategies to approach the problem-solving process from a leader's mindset.

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## COURSE CATALOG

# SALES & MARKETING DOMAIN



Participants who complete these courses will be able to successfully identify the marketing strategies used to engage customers and drive business to their sites, as well as implement sales strategies to incentivize their team.

**Marketing Fundamentals** Learn basic marketing fundamentals allowing you to connect marketing activities to your operations. By learning why particular marketing activities and promotions are used, you will more effectively enhance the visibility of your site to customers.

**Understanding Your Customer** Understanding your customer allows you to better sell wash services, meet expectations, and articulate the unique value proposition of your location. Identify customer personas and articulate how each persona will engage with your car wash site.

**Communicating Your Company's Brand Promise** A brand is a promise to customers as to what they should expect every time they interact with your wash. Learn to effectively communicate and train your team members on how to exhibit the company brand promise.

**Connecting Brand to Community** The role your wash plays in your community has an impact on how your company is perceived. Identify opportunities for your site to be recognized within the community and assist your marketing team in those efforts.

**Social Media Policy and Procedures** Determine your company's social media policies and ensure you have a thorough understanding of how you engage with social media in the context of your company's brand.

**Create an Unbeatable Sales Team** Learn to equip your team members with the tools they need to continue to build unlimited plan growth and retail sales. This course will empower you to train your employees to be effective salespeople, regardless of their role.

**Overcoming Sales Objections** Capturing and maintaining unlimited club customers is essential for your business, but not every customer will be eager to join. Learn to effectively respond to different types of objections in an unlimited club sale.

**Setting Effective Site Sales Goals for Your Teams** Understand your company's goal-setting process and how it impacts your site's profitability and learn how to deliver on your defined sales goals.



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# COURSE CATALOG

## FINANCE & OPERATIONS COURSES

Participants who complete these courses will gain skills in business fundamentals, financial management and reporting, daily operating systems and procedures and wash quality.



### FINANCE

**Creating SOPs and Checklists to Increase Operational Efficiency** This course equips managers with an understanding of the importance of standard operating procedures (SOPs) and checklists for their operation. Upon completion, learners will be able to identify key processes, create and implement these SOPs and checklists, and develop strategies for quality control.

**Implementing a Car Wash Safety Program** Upon completion of this course, managers will understand the importance of safety in a car wash environment, develop strategies for implementing and maintaining a safety program, and ensure compliance with safety regulations and standards.

**Introduction to P&L Statements** Designed to assist owners and managers in comprehending the financial well-being of their car wash, this course aims to pinpoint both strengths and weaknesses of the business, enabling them to strategically plan for future expansion and increased profitability. Upon completion of the course, learners will have a deeper understanding of a profit and loss (P&L) statement, including its key components and terminology, and be able to calculate and analyze revenue and expenses to make informed decisions for their wash.

### OPERATIONS

**Inventory Management** This course provides managers with the necessary knowledge and skills to effectively manage inventory. Participants will learn various inventory control methods and applications, strategies for demand forecasting and stock replenishment, and how to measure and evaluate inventory performance.

**Managing, Implementing, and Conforming to SOPs** Upon completion of this course, managers will understand the importance of standard operating procedures (SOPs) and how to monitor them to ensure compliance. They will gain practical knowledge on implementing, evaluating, and managing SOPs to ensure consistent, high-quality operations.

**Optimizing Wash Quality** Upon completion of this course, managers will understand key factors that contribute to wash quality, strategies to optimize the wash process, and techniques to ensure the wash is producing clean, dry, and shiny cars. Implementation of these skills will enhance customer satisfaction and increase profitability by reducing rewash rates.

**Optimizing Workflow and Efficiency** This course is designed to teach managers how to streamline operations, improve productivity, and enhance customer satisfaction. By learning to identify bottlenecks and inefficiencies, participants will be able to implement strategies to streamline workflow and utilize technology and automation to enhance efficiency.

**Preventative Maintenance for Car Wash Managers** This course provides car wash managers with the knowledge and skills necessary to implement effective preventative maintenance procedures. Learners will gain an understanding of regular maintenance, including how to identify common issues and develop strategies to prevent breakdowns and costly repairs, how to properly inspect, clean, and lubricate equipment, and proper record-keeping.

**Understanding Car Wash Chemistry** This course aims to equip managers with the principles of car wash chemistry, including the types and functions of each chemical, the chemical process, and the impact of the chemicals on a vehicle's surface. Participants will also learn effective chemical management strategies and safety in handling chemicals.

**Understanding Fixed vs. Variable Costs** This course provides car wash managers with a comprehensive understanding of fixed and variable costs, including how to calculate these costs and understand their impact on profitability. Learners will utilize cost analysis techniques to make informed business decisions.

**Understanding How a Conveyor Car Wash Works** This course is designed to provide new car wash managers an understanding of how a conveyor car wash works. Learners will become familiar with the key components and processes of a conveyor wash and learn to troubleshoot and optimize the performance of their wash for smooth operations.

**Using Reporting to Optimize Site Performance** This course will develop a manager's expertise in analyzing, maintaining, and reforecasting reports and financial data. Learners will practice techniques for maintaining accurate and up-to-date financial records and identify key performance indicators (KPIs) to enhance the overall performance of their site.

**Your Role as Site Manager in Financial Performance** This course equips site managers with the understanding and skills needed to manage the financial performance of their site(s). They will learn budgeting and cost control, explore strategies for revenue generation and analysis of financial data, and apply financial management techniques to improve their site's performance.

## BROUGHT TO YOU BY INTERNATIONAL CARWASH ASSOCIATION®

As the non-profit trade group representing the car wash industry, we are dedicated to using our resources and 60 years of industry experience to help connect, empower and grow the car wash industry and its leaders through the highest quality professional development.



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GROWING. SMARTER. TOGETHER.

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