COLLISION REPAIR SEGMENT

Accredited Automotive Manager AAM
Accredited Master Automotive Manager AMAM
Professional Designations

The education represented by these professional designations are ideal for those overseeing the general management of collision repair operations and that seek the highest possible operational performance.

The **Accredited Automotive Manager (AAM)** designation requires the successful completion of AMi's 32 Core Competency credit hours, plus 88 Elective credit hours.

The **Accredited Master Automotive Manager (AMAM)** designation requires the AAM, plus an additional 60 Elective credit hours.

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