




How can CPI help your company
improve your business performance?
CenterforPerformanceImprovement.com



We educate
the people
who have the
power to
maximize it.



Instructor-led Training

While it sounds simple, the solution is a proven, systematic process of fundamentals that include identifying and communicating objectives, tracking performance, providing reinforcement and feedback to drive results, and rewarding people in a manner that is distinguishable from compensation.

Center for Performance Improvement (CPI) helps automotive companies harness the power of the people who have the strength to grow sales, improve customer service, open new markets, build teamwork, improve customer loyalty, and improve quality and customer satisfaction.

Our business is all about delivering measurable performance—not just for your bottom line, but with the people who are key to your success: your salespeople, your employees, your management team, and your customers.



About Us



**CPI is “The O.E.M.
Choice” for real-world
content and situational
retail training**



CPI's leadership team --headquartered in New York City -- has helped some of America's most prominent automotive companies strengthen customer loyalty, increase profits, stimulate sales, and improve performance through effectively designed and implemented training programs and marketing support efforts.

We help our clients accomplish their business goals by strengthening the relationship they share with people key to their success—their managers, employees, and customers.



We employ our vast array of services and training products to positively influence behavior and optimize these relationships, to achieve positive consistent, long-term results such as:



Stimulating sales,
service and profits



Strengthening the relationships
with your salesforce, retailers,
and distributors



Establishing mindset and
greater productivity
among employees



Improve internal processes
and increase compliance
with processes



Enhancing communications
and streamlining processes



Producing measurable
and sustainable results



What We Do:

CPI is the leader in a variety of adult learning models, including:



Facilitated role-plays



Dealer Principal
Launch Meetings



Interactive Workshops



Professional videos



Intensive In-dealership
process training





We provide expert Retail Workshops for Sales Consultants and Managers, Finance Departments, Fixed Operations, Customer Contact Skills and virtually every other area of Dealership Operations.

Real-World Retail Workshops

We create real-world retail training materials including:

- SME expertise in all facets of automotive retail: management, sales, finance, service, parts, body shop and administrative
- Instructional design of learning materials
- Advanced eLearning capabilities
- Streaming video – production and delivery
- Self-paced study materials
- Participant and Leader Guides

We provide O.E.M. field organization training to help you effectively call on your retailers through proper relationship building techniques.



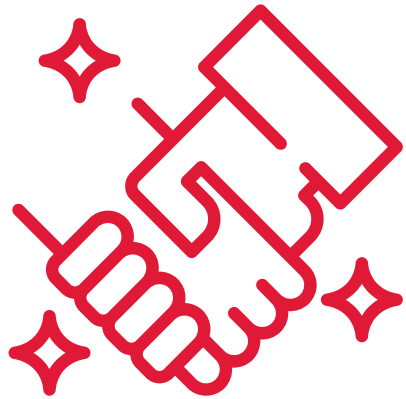


Unlike some of the large “education” companies who do everything from business forms to Dealer Management Systems, our strength is in the real-world applications we provide our clients.

That’s because our facilitators and curriculum developers have extensive dealership experience, not just theories based on hearsay.



Capabilities—built on improving your business...



We would love to become your training partner and help you achieve even higher customer satisfaction.

Our business is all about delivering measurable performance. Through our performance improvement strategies, database and information-building technologies, and complete choice of learning solutions, your company will achieve specific, measurable goals, and have a real-time understanding of who's performing and who needs help.





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