

Mentors @ Work

TM

A Division of VeriFacts Automotive, LLC

In Partnership With...

Sherwin-Williams Automotive Finishes



Collision Repair Specialists

PRESENTS...

TECHNICIANS FOR TOMORROW STATE-OF-THE ART APPRENTICESHIP SYSTEM

A-Plus members may be reimbursed for costs invoiced by Mentors At Work.

You have nothing to lose and much to gain!

Let's face the facts... the skilled technicians in our industry aren't getting any younger. In fact, according to the I-CAR Education Foundation's "Snapshot of the Industry", a full 20% of our workforce is age 46 or higher, meaning they are getting near to retirement. An average of over 17,000 technicians leave the industry each year, and yet employees age 16-25 represent only about 17% of our workforce. Each day **10** technicians leave the industry forever... but only **6** new technicians start... and odds are not good that they will stay, in fact, there is a 70% turnover rate of new hires in this industry! Do the math...

Raiding techs from other shops is a flawed solution! But that's what most do...

All in all it's a musical chairs game of experienced techs jumping from shop to shop. Immediate production gains are the objective, but taking this approach turns a blind eye to the inevitable. As the old saying goes, you can pay now, or you can really pay later. We are all hearing about signing bonuses, benefit packages and more for luring experienced techs away from their current employers. If you like free agency in pro football, you'll love it in this industry, because that's where we're headed.

Those shops that address this issue today will see a return on their investment in as little as 90 days, and then potentially for months and years to come. Retention rates of new hires in a structured training system go up dramatically, a significant factor for an industry that typically loses 70% of the new people they hire.

Newspaper "Help Wanted" ads are usually a waste of money...

Help wanted ads don't work, and they cost a fortune! Plus it usually feeds into the "raiding" problem. However, if you can offer an "earn while you learn" opportunity through a system like Mentors At Work, "help wanted" ads may produce much better results than you may have experienced before.

Trade Schools are not the only solution, in fact, schools only fill 25% of our needs...

Some schools are great resources, but they are not meeting the increased demand for new technicians. Other industries are using mega-marketing methods to attract potential techs to their industry.

OVER →

Most shops don't view Human Resources as their problem. Cutting edge shops do...

The shortage *is* your problem, and the problem every shop in this industry should be taking very seriously. Sure, scholarship programs are available but they only reach a select few students. How does that solve our long-term employment issues?

While others continue to live in denial, this is your chance to be on the cutting edge with regard to workforce development and new employee retention. The competitive advantage in the future will go to those who have the workers in place to get the job done. A-Plus members now have the opportunity to:

- **Defend their shops by using a proven system to build and retain quality Apprentices**
- **Learn how to find the right Apprentice(s) and choose the best in-house Mentor(s)**
- **Utilize a state-of-the-art task list and tracking system, providing a road map for mentors to follow, and for apprentices to understand what they are going to be learning**
- **Track progress so management can see how the apprentice is doing and see how the mentor/apprentice pair is working together**
- **Track on-going productivity of the mentor/apprentice pair**
- **Learn how to upgrade the skills of their existing techs, too**
- **Take advantage of the Mentors At Work "We'll Manage It!" support system, where ongoing management and in-depth analysis of the program leads to even better results.**

For more information, go to the Mentors At Work website reserved especially for Sherwin-Williams A-Plus partners, www.mentorsatwork.com/a-plus.

Special, best pricing rates have been negotiated for A-Plus members.

Making it an even better deal, A-Plus members may be reimbursed for costs invoiced by Mentors At Work. You have nothing to lose and much to gain!

For More Information, fax us now at 630-762-0615...

Name: _____ Title: _____

Shop Name: _____ Phone: _____

E-mail: _____ Contact Me Schedule Online Demo

Mentors At Work

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