



Educational Seminars Institute  
Automotive Management Specialists

# Professional Business Development

## 2017 Northern California Schedule

January 30 Monday January 31 Tuesday	Concord 7 PM 9 PM San Jose 7 PM 10 PM	<b>Success or Struggle You Decided!</b>	Ever wonder why some businesses are always packed, and making money while others seem to struggle? This class will outline the 4 major differences in owner/manager thought processes or stages in business and how they affect the business! <b>THIS IS NOT JUST FOR SHOP OWNERS</b> , this class applies to everyone in leadership roles!	<b>ENTIRE STAFF</b>
February 20 Monday February 21 Tuesday	Concord 7 PM 9 PM San Jose 7 PM 10 PM	<b>Profit Structuring and Business Analysis</b>	This Seminar will be covering these important topics: Reading & Understanding your Profit & Loss Statements. How to Determine Your True Cost of Being Open. We'll show you how to determine your /Labor Rate. Determine what you are actually Charging Per Hour. Production and how it Affects Profit	<b>OWNERS MANAGERS</b>
April 3 Monday April 4 Tuesday	Concord 7 PM 9 PM San Jose 7 PM 10 PM	<b>Extreme Communication *New for 2017</b>	Maylan will discuss having those conversations you dread with employees, partners, vendors and family members. Although these conversations need to take place most of us avoid them! Gain some new tools to help you deal with these difficult conversations, turn confrontations into conversations that improve your business and lower your stress and make you a better leader.	<b>ENTIRE STAFF</b>
June 5 Monday June 6 Tuesday	Concord 7 PM 9 PM San Jose 7 PM 10 PM	<b>Convert the Price Driven Customer</b>	This is one of our most popular classes adapted and rewritten to better look at what it takes to change the price or commodity driven customer into a value driven one. This class will look at the differences and why most customers need to be better educated to be able to understand the difference.	<b>OWNERS MANAGERS SALES STAFF</b>
July 24 Monday July 25 Tuesday	Concord 7 PM 9 PM San Jose 7 PM 10 PM	<b>Successful Self-Managing Teams</b>	Don't want to be an integral daily part of your business? Tired of being the "Shell answer man" or woman? Then a self-managing team is the way to go. Join us as we look at what makes a good team develop, and what can give you better results with your self-managing team.	<b>ENTIRE STAFF</b>
September 18 Monday September 19 Tuesday	Concord 7 PM 9 PM San Jose 7 PM 10 PM	<b>Planning Your Businesses Future- It Pays to Plan Ahead!!</b>	If you're not planning for tomorrow, how do you know what you'll need to succeed in business? Join us for a high powered planning session that will include how to build, how to track, and monitor a good plan for your business.	<b>ENTIRE STAFF</b>
November 13 Monday November 14 Tuesday	Concord 7 PM 9 PM San Jose 7 PM 10 PM	<b>10 Critical Steps to Financial Freedom</b>	Where has all the money gone? "Good question" you say? This is that one <b>ABSOLUTELY, POSITIVELY WITHOUT A DOUBT, MUST HAVE</b> class of the year. Without this class you may be making financial decisions without correct information. Or more simply put...winging it! Follow along as we look at Budgets, Financial Structuring and Hourly Rates based on your successes.	<b>ENTIRE STAFF</b>
December 4 Monday December 5 Tuesday	Concord 7 PM 9 PM San Jose 7 PM 10 PM	<b>What is Good Leadership?</b>	Join Maylan and Team ESI as we take you through the steps to becoming a good leader while avoiding the pitfalls of the wrong moves.	<b>OWNERS MANAGERS SALES STAFFS</b>

### Two Great Locations, Convenient to All!

**San Jose** - KUKUI Training Room  
2077 Gateway Pl. Suite 150,  
Jose, CA 95110 - 805-526-3039

San

**Concord** - Auto Electric and Fuel  
2655 Monument Blvd., Suite B  
Concord, CA 94520 - 925-680-2888

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