

THE GREAT LAKES ACADEMY

Financial Services Management Academy Application

5 Days of In-Depth Training
Specifically designed to gear up your
Financial Services Manager (FSM)

February 8-12, 2021

Monday - Friday 8:30 am - 4:30 pm

Portage Corporate Training Facility
616 W Centre Ave
Portage, MI 49024

Our training academies teach the best ways to interview the customer, present the menu, overcome objections, sell products, and develop new revenue streams.

In the FSM Academy, you'll learn to master the Great Lakes Sales System **and increase your PRU by up to \$400.**

We are the training and development company with the depth of resources needed to generate growth in every area of your dealership.

GREAT LAKES COMPANIES
Resources to accelerate dealer growth.

Tuition Fee*

Current Clients - \$1,895.00

Prospective Clients - \$2,495.00

**Includes Overnight Accommodations*

**GREAT
LAKES
COMPANIES**



Apply today! Enrollment Application

Student Name: _____

E-Mail: _____

Cell Number: _____

Dealership: _____

Please mail your completed application, agreement, and tuition payment to the attention of Sara Crill at the address below.

Payment may be made by check or incentive account (the latter requires written Dealer authorization). Please make checks payable to Great Lakes Marketing Services, Inc. Confirmation of acceptance to the Academy and overnight accommodation information will be sent to student via email. **Applications must be submitted by Monday, February 1, 2021 for enrollment. We will not accept students beyond this date.**

ENROLLMENT WILL NOT BE PROCESSED WITHOUT THESE COMPLETED FORMS & TUITION PAYMENT.

Cancellations received via e-mail by noon on Friday, February 5, 2021 to scrill@glcompanies.com will receive a tuition credit for any future Academy date in the current calendar year (2021). **Tuition is nonrefundable.**

FOR PRE-ENROLLMENT AGREEMENT PLEASE SEE NEXT PAGE

616 W. CENTRE AVENUE | PORTAGE, MICHIGAN 49024

Phone: (269) 372-1100

Fax: (269) 372-6880

www.glcompanies.com

THE GREAT LAKES ACADEMY

FSM Academy Pre-Enrollment Agreement

1. Academy Student hereby agrees to know the **Great Lakes Sales System Customer Interview** and **Menu Presentation** word tracks by rote, prior to the FSM Academy, and to complete all homework assignments outside of class. (Word tracks and additional training materials will be sent to the student via email with their acceptance confirmation.)
2. Academy Student hereby understands that their **Customer Interview** and **Menu Presentation** will be videotaped each day of class and that the training videos may be used for instructional purposes.
3. Academy Student hereby agrees to stay at the **Homewood Suites by Hilton***, 500 Trade Centre Way, Portage, MI 49002, for the duration of the Academy.

***Accommodations will be made by Great Lakes on your behalf. Please select your desired arrival for check-in at the hotel:** Sunday Monday

4. Dealer Principal hereby agrees to ensure that the Academy Student 1) knows the **Great Lakes Sales System Customer Interview** and **Menu Presentation** word tracks by rote, prior to the FSM Academy, and 2) implements the **Great Lakes Sales System**, in its entirety, upon their return to the dealership.
5. Great Lakes Companies Representative agrees to 1) facilitate all of the above, 2) ensure all parties are aware of their respective responsibilities, and 3) conduct periodic core comp exams with the Academy graduate, providing additional training as needed.

_____ Student Signature	_____ Printed Name	_____ Date
_____ Dealer Principal Signature	_____ Printed Name	_____ Date
_____ Great Lakes Representative Signature	_____ Printed Name	_____ Date