

# 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)**

**November 4-8, 2019**  
**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, October 28, 2019 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 Friday, November 1, 2019 to [scrill@glcompanies.com](mailto:scrill@glcompanies.com) will receive a tuition credit for any future Academy date in the following calendar year (2020). **Tuition is nonrefundable.**

*\*FOR PRE-ENROLLMENT AGREEMENT PLEASE SEE NEXT PAGE\**

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## 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. (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