

THE iA AMERICAN ACADEMY

Financial Services Management Academy Application

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

September 13-17, 2021

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

Southwest Michigan Training Facility
Great Lakes Companies
616 W Centre Ave
Portage, MI 49024

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

In the FSM Academy, you'll learn to master the iAAWG 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.

iA American Warranty Group
INVESTED IN YOU.

Tuition Fee*

Current Clients - \$1,895.00

Prospective Clients - \$2,495.00

**Includes Overnight Accommodations*



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, September 6, 2021 for enrollment. We will not accept students beyond this date.

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

Cancellations sent to Sara.Crill@iaawg.com by noon on Friday, September 10, 2021 will receive a tuition credit for any future Academy in the current calendar year (2021). 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 **iAAWG 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 **Fairfield Inn & Suites by Marriott**, 3303 Retail Place Dr, Kalamazoo, MI 49048, for the duration of the Academy.

*Accommodations will be made by iAAWG 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 **iAAWG Sales System Customer Interview** and **Menu Presentation** word tracks by rote, prior to the FSM Academy, and 2) implements the **iAAWG Sales System**, in its entirety, upon their return to the dealership.
5. iAAWG Representative hereby agrees to 1) facilitate 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

iAAWG Representative Signature

Printed Name

Date