



**Training Proposal for:  
Quality Auto Craft, Inc.**

**Small Business  $\leq$  \$50,000**

**ET15-0266**

**Panel Meeting of:** August 22, 2014

**ETP Regional Office:** San Francisco Bay Area

**Analyst:** R. Jackson

**CONTRACTOR**

- Type of Industry: Services
- Priority Industry:  Yes  No
- Number of Full-Time Employees
  - California: 30
  - Worldwide: 30
  - Number to be trained: 21
- Owner  Yes  No
- Out-of-State Competition: No OSC
- Special Employment Training (SET):  Yes  No
- High Unemployment Area (HUA):  Yes  No
- Turnover Rate: 13%
- Repeat Contractor:  Yes  No

**FUNDING**

- Requested Amount: \$26,796
- In-Kind Contribution: \$37,980

**TRAINING PLAN TABLE**

Job No.	Job Description	Type of Training	Estimated No. of Trainees	Range of Hours		Average Cost per Trainee	Post-Retention Wage
				Class / Lab	CBT		
1	Retrainee SB <100 SET	Business Skills, Commercial Skills, Computer Skills, Continuous Impr, HazMat	21	8-60	0	\$1,276	\$27.09
				Weighted Avg: 58			

- Reimbursement Rate: \$22 SB Non-Priority
- County(ies): Alameda
- Occupations to be Trained: Administrative Staff, Estimator, Production Staff, Technicians, Managers
- Union Representation:  Yes  
 No
- Health Benefits: \$3.07 per hour

**SUBCONTRACTORS**

- Development Services: Synergy Management Consultants, LLC (SMC) in Grass Valley developed the project for a flat fee of \$2,300.
- Administrative Services: SMC was also retained to assist in administration for a fee not to exceed 13% of earned funds.
- Training Vendors: To Be Determined

**OVERVIEW**

Established in 1987, Quality Auto Craft, Inc. (Quality Auto Craft) ([www.quality-auto-craft.com](http://www.quality-auto-craft.com)) is an auto repair business based in Pleasanton. The Company provides collision repair services and also sells auto parts.

In order to remain competitive, Quality Auto Craft must upgrade skills. Automotive industry changes (new processes and materials used in manufacturing of vehicles) are impacting how repair services are conducted. Additionally, a competitive marketplace has made broadening customer services an integral part of success. Finally, pricing is driving the Company to focus on efficiency and establish customer service goals to attract customers.

## **Training Plan**

**Business Skills (20%)** – Training will be offered to Administrative Staff, Estimators and Managers on advanced business skills topics. Training will establish customer service and sales skills to help the Company increase its customer base.

**Commercial Skills (30%)** – Training will be offered to Technicians, Estimators, and Production Staff. Training will include maintenance techniques; new vehicle technologies (aluminum frames, electric motors and hybrid technology repair), and extended ICAR (Inter-Industry Conference on Auto Collision Repair) skills.

**Computer Skills (5%)** – Training will be offered to all occupations. Training is needed to enable the company to use IT systems to track costs, plan production, and manage service flow. Training is also needed to improve communications with internal and external customers.

**Continuous Improvement (40%)** – Training will be offered to Estimators, Production Staff, and Technicians. Training will improve quality, cycle time, and cost efficiency by implementing Lean quality and production improvement processes. These new processes will train employees to identify workflow issues and identify root causes while strategizing cost-effective and efficient solutions to improve quality and reduce defects/errors.

**Hazardous Materials (5%)** – Training will be offered to Technicians. Training will cover hazardous materials handling and disposal.

## **RECOMMENDATION**

Staff recommends approval of this proposal.

**Exhibit B: Menu Curriculum****Class/Lab Hours**

8-60

Trainees may receive any of the following:

**BUSINESS SKILLS**

- Customer Care Skills
  - Customer Retention
  - Customer Engagement
  - Customer Relationship Building
- Advanced Sales & Marketing Skills
  - Suspecting, Prospecting & Closing
  - Sales Account Management
  - Advanced Closing Techniques
  - Sales Procedures & Strategies
- Negotiation Skills
- Conflict Resolution
- Communication Skills
- Presentation Skills

**COMMERCIAL SKILLS**

- I-CAR Collision Repair Certification Skills
- Refinishing Skills
  - Trim & Hardware
  - Surface Preparation
  - Vehicle Priming/Sealing
  - Paint Spray Guns Maintenance & Set-Up
  - Corrosion Protection Process
  - Sand, Buff & Detail
  - Color Theory & Tints
  - Blending Techniques
  - New Technologies
- Structural Repair
  - Unibody Alignment
  - Three Dimensional Measuring
  - Repair & Replacement of Outer Body Panels
  - High Strength Steels
  - Aluminum Repair Processes
  - MIG Welding Skills
  - Straightening Structural Damage
  - Glass Replacement
  - Pillars, Rocker Panels, Rails, Front Structures & Floor Pan Replacement
  - Heating Cooling and AC Systems
  - Steering & Suspension Systems
- Non-Structural Vehicle Repair Skills
  - Remove & Install Trim & Hardware
  - Adhesive Bonding
  - Diagnose Wind Noise & Water Leaks
  - Aluminum Cosmetic Damage
  - Spot Welding

- Estimating Skills
  - Steering & Suspension System Damage Analysis
  - Damage on Non-Drivable Vehicles
  - Electrical/Mechanical Systems
  - Stationary Glass
  - Advanced Materials
- Vehicle Operation, Maintenance, & Troubleshooting
- Alternative Fuel & Hybrid Vehicle Repair Diagnostics
- Service Procedures & Scheduling
- Product Knowledge
- OEM (Original Equipment Manufacturer) Knowledge/Skills

### **COMPUTER SKILLS**

- Summit Software
  - Job Costing
  - Production Flow
  - Production Planning - ETA Times & Dates
  - Internal & External Customer Communication
- Michell & Michell Repair Center Software
- Nugen IT
- Audatex Software
- CCC Info Systems Software
- Alldata Software
- Microsoft Office Suite

### **CONTINUOUS IMPROVEMENT**

- Leadership Skills
- Teambuilding
- Root Cause Analysis
- Kaizen Event Strategy & Implementation
- Lean Concepts
- Process/Quality Improvement
- Problem Solving/Decision Making Skills
- Inventory Control
- Standard Operating Procedures

### **HAZARDOUS MATERIALS**

- Completing Material Safety Data Sheets (MSDS)
- Volatile Organic Compound (VOC) Tracking
- Emergency Clean-up
- Registration, Evaluation, Authorization & Restriction of Chemical Substances

Safety training will be limited to 10% of total training hours per-trainee

Note: Reimbursement for retraining is capped at 60 total hours per-trainee, regardless of method of delivery.
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