

**The 5 Steps Every Shop Owner Needs to Take to  
Become an Effective Leader™**

# "Join us, and I will help you take your AUTO REPAIR SHOP RIGHT TO THE TOP!"

*Bob Cooper of Elite  
Worldwide*



## Course Outline

During these uncertain times, now more than ever you'll need to follow through on your responsibilities of leadership. Your employees, your customers, your family members, and the industry are depending on you doing so. It's during these times your employees can easily lose focus, as well as their passion in what they do. Being an effective leader isn't difficult, as long as you know what you'll need to do and how to do it. Join us at this powerful session and Bob Cooper will share with you the 5 easy steps you'll need to take in order to bring out the best in yourself as a leader, and take your shop right to the top!

***"Cooper offers a different insight to operating an auto repair business and has drawn praise from the industry."***

San Diego Union Tribune  
One of America's Leading Major Newspapers



Bob Cooper

**Offered by ASCCA Chapter 5**

Date: 11/02/2021; 5:30-8:45 pm

Location: Mijares Mexican  
Restaurant  
145 Palmetto Drive  
Pasadena, CA 91105

Cost: No Charge

Register: RSVP to  
ascca.05@gmail.com

Elite Worldwide Inc.  
PO 9630 Rancho Santa Fe, CA 92067  
(800) 204-3548

To learn more, visit [www](http://www.EliteWorldwide.com)

**Elite™**  
PEOPLE. PRINCIPLES. RESULTS.

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# Bob Cooper

*A native Ohioan, Bob started his career as a technician in a struggling, Cleveland Ohio shop that he later purchased and build into one of the most successful shops in America. As a successful shop owner and experienced drag racer, at his Cleveland shop he began doing performance driveline work for many of the nation's top fuel racers. It wasn't long after he and his family sold their Cleveland home and business, loaded up their race car, and moved to southern California where he developed shops that gained national recognition. Having a passion to help other shop owners, in 1990 he founded Elite; the industry leader in helping shop owners build more profitable, successful businesses, that allow them to reach their personal goals, and elevate the industry at the same time.*

*Bob was one of the first to predict the dealerships plan to target the service business, he predicted the trend toward maintenance, the explosive growth in remanufactured components, and the trend in leasing. He is also the creator of the most commonly used sales procedures used by the top service advisors in America. He has been nominated for entry into "Who's Who in American Business", he is a member of the prestigious National Speakers Association, he is recognized as one of the nation's leading authorities on both personal and career success, and he is committed to the principle of never putting money ahead of people. In addition to speaking at many of the major industry events, he has spoken worldwide to many Fortune 500 companies, private banking groups, universities, and the United States Army.*

## Elite Mission Statement

Elite's mission is to use our team of the top experts in America to help automotive professionals reach their goals and live happier lives, while elevating the industry that we love so much.

This mission will be accomplished without ever compromising our ethics, or the trust that is placed in us.

**Elite**<sup>TM</sup>  
PEOPLE. PRINCIPLES. RESULTS.

**To learn more about how we can help you, call (800) 204-3548**

You can also visit [EliteWorldwide.com](http://EliteWorldwide.com)

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