



Sponsored by

**CoL Center of Learning**

Dear Dealer:

Welcome to Center of Learning!

General Motors has developed **dealership training** for virtually all of your personnel. Over 90% of training is done on your dealership premises by providing a comprehensive curriculum of job-relevant courses, effective instruction and measurement of learning through feedback systems. Training is a proven method for increasing professionalism, knowledge, and long-term customer trust and enthusiasm.

The learning resources we offer you and your staff through the Center of Learning include:

<b>Training Path</b>	Where personnel can access their training status and courseware for their position
<b>Course Schedule and Catalog</b>	Where personnel can view and enroll in additional courses
<b>Product Information</b>	Where personnel can access resources for all GM vehicles
<b>In-person Training</b>	Where personnel can get access to instructor-led training, either virtually or on-site
<b>Real-Time Training Report</b>	Where you can access the training status of your personnel
<b>Helpdesk (888-748-2687)</b>	Where you can get support from 8 a.m. – 8 p.m. Eastern Time. If you are on the website, you can also click on the <b>Help/Support</b> icon to chat with an agent.

You can access the Center of Learning website by logging into GlobalConnect and then clicking on the **Center of Learning** tab.

**In-Dealership Systems Coaching program:** GM provides new dealers business process and systems application coaching at your dealership. Coaches work with your team to expand their knowledge of how to best use the GM GlobalConnect applications to save time and money for the dealership. To schedule an In-Dealership Coaching session, complete the attached enrollment form. Once you complete the form, you'll get a call from a coaching liaison who will answer questions and help you plan your coaching session.

**ACTION!** Complete the form and return as instructed.

We wish you the best of success!

Sally Vlietstra, Sr. Manager  
Center of Learning

**Center of Learning Fees:** Your dealership training is bundled in one integrated program with a monthly subscription based on the previous year's sales. A monthly fee will be billed to you and will appear on your open account statement with a Center of Learning memo note. This monthly fee is for all dealership training: Sales, Office, Product, F&I, Service Non-Technical, Service Technical, Parts, and Body Shop.

<u>Based on Annual Retail Sales</u> <u>(Previous year or planning potential)</u>	<u>Monthly Fee</u>
0-400	\$ 575
401-900	\$ 825
901+	\$ 1,425

### Dealer Operator Signature

By signing below, you agree to the provisions and costs included in this Agreement and agree to participate in Center of Learning activities.

\_\_\_\_\_  
(Dealer Business Associate Code [BAC])

\_\_\_\_\_  
(Dealership Name)

\_\_\_\_\_  
(Dealership Physical Address)

\_\_\_\_\_  
(Dealership City, State, Zip Code)

\_\_\_\_\_  
(Authorized Dealer Name and Title)

\_\_\_\_\_  
(Authorized Dealer Signature)

\_\_\_\_\_  
(Date)

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

As a new dealer, you are eligible for a limited time to receive help through the In-Dealership Coaching program. Please select your qualifying event below.

My qualifying event is: **(check one)**

- ☐ Establish a new dealer point      ☐ Asset Purchase Transaction (Termination/Appointment)