



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. Certification 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>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. – 9 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.

We also provide face-to-face learning opportunities:

<b>In-Dealership Product Training</b>	Where expert Trainers visit your dealership and assist your personnel
<b>Regional Training</b>	Where personnel can practice and demonstrate the application of skills
<b>Ride and Drive Events</b>	Where personnel can get hands-on experience with the latest and greatest vehicles

**In-Dealership Systems Coaching program:** GM provides new dealers certified business process and systems application coaching at your dealership. Coaches work with your team to expand their knowledge on how to best use the GM applications and 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 any questions and help you plan for 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

**Complete this form and fax back to 888-696-2684 or email to [indealershipcoach@gpstrategies.com](mailto:indealershipcoach@gpstrategies.com).**

**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 (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)
- Change in Dealer Operator (no change in BAC)
- Adding a GM line to an existing GM Dealership

