



United Auto Sales & Service

Dale Carnegie Training of Western CT
21 Maple Street
Naugatuck, CT 06770

219 Congress Ave.

Waterbury, CT 06708

PH: (203) 756-8851

FAX: (203) 756-7375

unitedauto219@aol.com

After Hours Towing & Road Side Assistance (203) 756-8790

Attention: Gail Ricci

Re: Value of Dale Carnegie Course Participation

Dear Gail,

Here is a brief testimonial about my Dale Carnegie Course experience.

After attending the 12-week Dale Carnegie (DC) course, I honestly feel more confident in myself. The program opened my eyes to many of the principles that we already know, but, in the past, have never used. Why - because we never learned the benefits and never understood the practical applications of these principles. Now I see the benefits of living in day-tight compartments. Now I can see the results of giving sincere appreciation. Every day, I do my best to see situations through the eyes of others - my employees and my customers.

The DC program forced me out of my comfort zone, and allowed me to be critiqued by my fellow students, and a wonderful instructor who is an expert in human relations, as are all DC instructors. During the 12-week course we were encouraged to call upon others in the class and the instructor for personal coaching, a tool that increased the value of the program.

I believe that everyone can benefit from participation in the DC program, especially in today's business environment where customers are more knowledgeable and buyers are more discriminating. I feel more confident because I know more about how to handle difficult people and situations and this has truly helped my business. The DC course has helped me become a better listener which, in turn, makes me a better able to express my point of view in terms of the other person's interest. As a result, I am more persuasive and able to create cooperation with my customers and my team.

I say go out on a limb; remember that's where the fruit is.

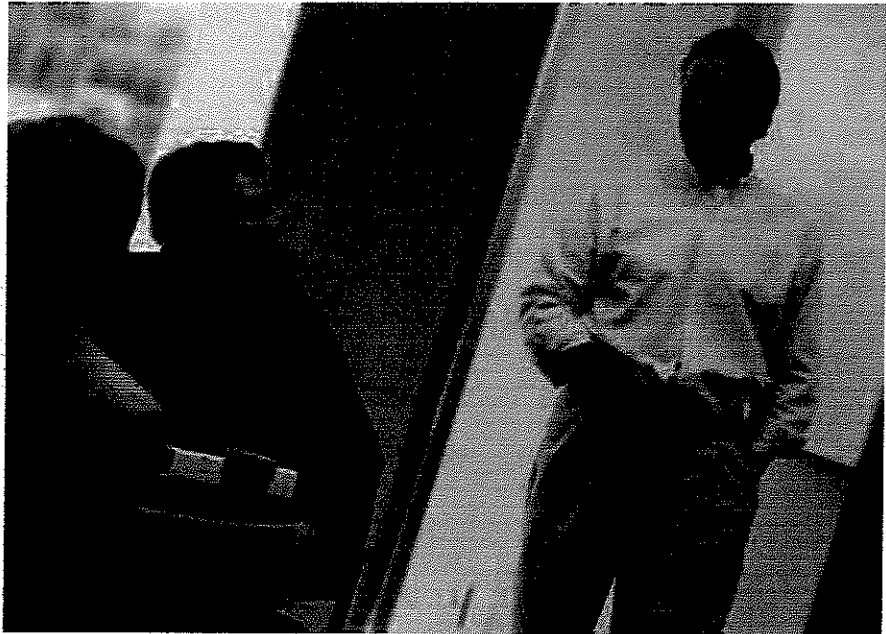
Thanks,

Charlie Longo
President/Owner
United Auto Sales and Service
Waterbury, CT

Carnegie Skills

Sharpen Business Performance

**ACDelco provides
TSS accounts
with discounts
for renowned
leadership
class**



Finding the tools to strengthen your business just got a little easier. ACDelco recently teamed up with Dale Carnegie to offer Total Service Support (TSS) members the opportunity to attend the Dale Carnegie course at a significant discount. This opportunity is another enhancement to the TSS program that complements ACDelco's goal of helping its customers create successful organizations.

The Dale Carnegie philosophy is that a company's only enduring competitive advantage is the professionalism of its employees. To that end, the Dale Carnegie course works to create successful individuals within those businesses by helping participants strengthen interpersonal relationships, communicate more effectively and persuasively and handle stressful and fast-changing workplace conditions while

they learn to lead with confidence.

Participants attend a class one night a week for 12 weeks. Instead of using a lecture format, the course is interactive which encourages participants to learn from each other. The course is presented at hundreds of locations around the country by instructors who are re-certified each year.

The discounted tuition for ACDelco TSS

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members is \$1,100 — a savings of 25% from the national average tuition for this program.

"It's outstanding training for owners, service writers and managers and we're pleased to make it more accessible to TSS members," says Terry Wisner, ACDelco TSS program manager. "One recurring comment from our TSS Advisory Council is that TSS accounts and owners need more relationship skills. This course does that by teaching lifelong skills that supports TSS members' professional growth."

Most people who attend the course

seem to agree. Carnegie prides itself on the fact that the single-largest source for new enrollees in their courses is referrals from course graduates. In fact, several TSS members and ACDelco field salespeople who graduated from the Dale Carnegie course recommended ACDelco make the course available as a benefit of TSS membership.

David Fagiano, chief operating officer of Dale Carnegie and Associates is excited about the opportunity to help TSS members grow their businesses, and says that TSS members have already distinguished

themselves as top performers.

"To earn the TSS designation from ACDelco, TSS members have demonstrated a higher level of professionalism," Fagiano says. "The Dale Carnegie course will help them maintain their competitive advantage in their market and achieve even greater success."

TSS members can register for the Dale Carnegie course or find out more information by calling 1-800-393-DALE (1-800-393-3253) or visiting them online at www.dalecarnegie.com. ■

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