



Dealer Operations Training Program

10th Anniversary

On-Site @

Harley-Davidson

*I*T'S ALL ABOUT
THE
CUSTOMER



What is a
"Magnetic
Organization"

It is one that attracts and retains the best, brightest and most productive people. This is just the type of "pull" you want your dealership to have. You'll learn tactical and practical strategies to build employee commitment as well as how to "hire tough" and "manage easy". You'll take away a lot of essential information from this course including the necessary techniques you need to develop a customer-service culture.

BUILDING A MAGNETIC ORGANIZATION

ERIC HARVEY, President of The WALK THE TALK® Company, a Dallas human resources publishing, consulting, and training firm that works with values-based organizations internationally, including 84% of Fortune magazine's "World's Most Admired Companies."



Renowned speaker to such professional groups as General Electric, Qantas Airways and Cornell University. Recognized and published in hundreds of journals, including *Industry Week*, *Wall Street Journal*, *Business Week*, and *Harvard Business Review*.

Eric Harvey is the author of *WALK THE TALK—And Get The Results You Want* as well as several other handbooks.