



Auto Detailing Training Institute

DEDICATED TO ASSISTING THE ENTREPRENEUR

STUDENT INFORMATION HANDBOOK

DETAIL KING AUTO DETAILING TRAINING INSTITUTE, LLC

947 Old Frankstown Road • Pittsburgh, PA 15239

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www.detailkingtraining.com

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*This catalog is true and correct in content and policy

Signed _____

Date _____



ADMISSION REQUIREMENTS / PROCEDURES

Admission will be granted to a student who is eighteen years of age, completes the Enrollment Application, the Enrollment Agreement, and has paid the required fees. The Institute must receive the Enrollment Application two (2) weeks prior to the start of the selected seminar. Admission is on a first come, first served basis.* The Enrollment Agreement and payment of tuition must be completed 10 days prior to the start of the first seminar session on day one of the selected seminar. (*Does not apply to VA Educational Benefit Payment.)

EDUCATIONAL OBJECTIVES

The Auto Detailing Technician Program is designed to educate the student on how to start, operate and grow an auto detailing business. The hands-on auto detailing training class consists of both marketing and management training and actual auto detailing methods and procedures. Students learn the use of detailing machines as well as the professional detailing products and accessories essential to the auto detailing business.

The course is designed for future auto detailing business entrepreneurs and current detail business owners, managers and sales personnel. This course is also for both mobile and fixed location auto detailers. The class is also intended for car wash owners / operators who are considering adding auto detailing to their current operations.

The Auto Detailing Craftsman Program is for students who want additional, individualized instruction. The first day is the same as day one of the Technician program. The second day is devoted solely to exterior detailing and additional exterior add-on services. Day 3 is dedicated to interior detailing and add-on services. In addition to the 1:2 trainer/student ratio, the student will be taught more exterior and interior reconditioning services such as paint chip repair, plastic restoration, headlight restoration, carpet dyeing, vinyl and leather repair and odor elimination.

CLASS SCHEDULE

The two (2) day Auto Detailing Technician Program is held three (3) times per year (see Enrollment Application for dates). The program consists of two (2), eight hour sessions held on Saturday and Sunday from 8:30 AM to 5:00 PM. The instructional program is 14.5 hours in length. Enrollment is limited to no more than (20) students.

The three (3) day Auto Detailing Craftsman Program is held fourteen (14) times per year. The program consists of three (3), eight-hour sessions held on Friday, Saturday and Sunday from 8:30 AM to 5:00 PM. The instructional program is 21.5 hours in length. Enrollment is limited to twelve (12) students. See Enrollment Application for Three Day Seminar dates.



COURSE OFFERINGS

TWO DAY AUTO DETAILING TECHNICIAN PROGRAM

DAY ONE: LAYING THE GROUNDWORK FOR YOUR BUSINESS
ADVERTISING
OPERATIONAL ISSUES
EQUIPMENT
MARKETING AND PROSPECTING
COST AND PROFIT MARGIN

DAY TWO: CHEMICAL AND EQUIPMENT OVERVIEW

LAB 1: EXTERIOR CLEANING AND DETAILING TRAINING

LAB 2: INTERIOR CLEANING AND DETAILING TRAINING

THREE DAY AUTO DETAILING CRAFTSMAN PROGRAM

DAY ONE: SAME AS TWO DAY PROGRAM

DAY TWO: CHEMICAL AND EQUIPMENT OVERVIEW

LAB1: EXTERIOR CLEANING AND DETAILING TRAINING

PAINT CHIP REPAIR

PLASTIC RESTORATION

HEADLIGHT RESTORATION

DAY THREE:

LAB 2: INTERIOR CLEANING & DETAILING TRAINING &
CERAMIC COATINGS DEMONSTRATIONS

CARPET DYING

CIGARETTE BURN REPAIR

MAL ODOR ELIMINATION

CERAMIC COATING APPLICATION DEMONSTRATIONS



CLASS PROCEDURES

TARDINESS

Admission to the seminar will be allowed up to fifteen minutes past the start time of 8:30 AM. Arrivals later than 8:45 AM will not be admitted.

ABSENCES / MAKE UP

Attendance is required for all days of the scheduled seminar to obtain a diploma. If any day of the seminar is not attended due to illness or family emergency, the days can be made up at a later date with approval of the Institute director. There will be no additional charge for make up days.

CONDUCT

Students are expected to conduct themselves in the following manner:

- With courtesy, respect and patience
- By dressing appropriately
- By treating people the way you would want to be treated

UNDER NO CIRCUMSTANCES WILL THE FOLLOWING BEHAVIORS BE TOLERATED:

- Threats to staff or other students
- Swearing or cursing
- Smoking in the training facility
- Use of drugs or drug paraphernalia

TERMINATION

At all times, we reserve the right to dis-enroll any student or terminate services as deemed necessary or appropriate at our sole discretion, with or without notice.

CONCERN / COMPLAINT PROCEDURE

If at any time, a student has a concern, this concern should be communicated with a trainer. If the concern cannot be resolved at that level, the Institute follows a policy of offering each student the opportunity to raise his/her concerns with the Director of the Institute. An appointment can be made to speak to the Director after classes end for the day. Minutes of the meeting will be taken and documented in the student's file. The Director will respond verbally to the student's concern and also in writing by the end of the second day of the seminar. If the questions or concerns are not satisfactorily resolved by the Director, a written letter concerning the question, problem or complaint can be sent to the PA Department of Education's Division of Private Licensed Schools, 333 Market Street, 12th Floor, Harrisburg, PA 17126-0333.

WITHDRAWAL & REFUND POLICY

- For a student completing up to and including 10% of the total clock hours, the school shall refund 90% of the total cost of the program.
- For a student withdrawing from or discontinuing the program within the first 25% of the program, the tuition charges refunded by the school shall be at least 55% of the total cost of the program.
- For a student withdrawing or discontinuing after 25% but within 50% of the program, the tuition charges refunded by the school shall be at least 30% of the total cost of the program.
- For a student withdrawing or discontinuing after 50% of the program, the student is entitled to no refund.
- Beyond completion of 50% of the program, a student is entitled to no refund.

THIS IS A LEGAL DOCUMENT; ALL THREE (3) PAGES OF THIS CONTRACT ARE BINDING; PLEASE READ ALL PAGES BEFORE SIGNING



GRADING SYSTEM / REQUIREMENTS FOR GRADUATION

A pass / fail grading system is used by the institute.

To pass, a student must:

- attend all days of the training
- complete the required readings
- receive a grade of 70% or better on the day one exam
- successfully complete all lab work on day 2.
- Additional requirements AUTO DETAILING CRAFTSMAN PROGRAM successful completion of day three lab work.

DIPLOMA

Once the student has completed all of the requirements, a diploma will be issued.

TUITION AND STUDENT CHARGES

All information concerning tuition can be found on the Detail King Enrollment Agreement.

CANCELLATION / REFUND POLICY

CANCELLATION PRIOR TO START DATE: You may cancel your agreement with the Institute and receive a refund of all monies paid by contacting the Institute Director by phone at (1-888-314-0847) or by mail prior to the first day of class. If you cancel by phone, you must follow up with a written cancellation by mail within 5 days of your phone call. When canceling by mail, a copy of the agreement or a written statement with the words " I hereby cancel" together with your signature will be sufficient. Mail the notice to the Institute's address attn: Director.

WITHDRAWAL / TERMINATION AFTER PROGRAM START DATE: If you are accepted and then withdraw or are terminated by the Institute after classes convene, tuition charges withheld will not exceed a pro rata portion of the total tuition. The pro rata amount will be computed by using the ratio of the number of hours completed to the total number of hours in the program.

Tuition fees are not subject to pro-rata for illness or emergency closures of the Institute. In this event, the time missed can be made up at a later time. Tuition is due in advance of services rendered. Terms of the enrollment agreement are subject to change in whole or part by the Institute with two weeks written notice.

OFFICIAL WITHDRAWAL DATE: The last day of recorded attendance.

REFUND PROCEDURE: Refunds are initiated through the Director's office.

PERIOD OF REFUND: Refunds will be issued within 30 calendar days of the official withdrawal date.

PLACEMENT SERVICES

Placement services are not available at this time.

STUDENT SERVICES

Auto Detailing Technician and Craftsman Program – Students will receive an Auto Detailing Manual which is a written version of the power point presentation plus exhibits, a continental breakfast and catered lunch.

SCHOOL CALENDAR

The calendar of classes is found on the Enrollment Application.

TRANSFER OF CREDIT HOURS

Hours may not be able to be transferred to other institutions.



COURSE DESCRIPTIONS

AUTO DETAILING TECHNICIAN PROGRAM

201 LAYING THE GROUNDWORK

Course introduces the student to the development of a business plans and the market study concept, investigating local environmental laws (EPA), determine the competition, obtain needed permits and licenses, determine the best business structure, how to set up a business bank account and determine the type of vehicles to service. Also covered are considerations for business locations, equipment needed for a mobile operation, insurance requirements, communication systems, setting up credit card and merchant accounts, state, city and county laws, Clean Water Act requirements and other environmental issue

202 ADVERTISING

Course discusses how to choose a business name and set an advertising budget for media, print, web-site and on-site promotions. We also discuss about creating a company logo, having professional business cards, the importance of using a professional service menu and specialty flyers. You will learn how to use your imagination to promote your new business and your own expertise. You will learn about advertising on the web, social media, YouTube, by direct mail, e-mail and print media.

203 OPERATIONAL ISSUES - SECTIONS ONE AND TWO

SECTION ONE

This course teaches the student how to evaluate the exterior and interior of a vehicle for detailing and the twenty-six factors to consider before determining what type of reconditioning a vehicle needs. The student will learn how to identify these factors. The student will also learn how to establish a price range for services and what are considered added value services.

SECTION TWO

The course outlines the EPA painting procedure policy. The base coat/clear coat process is described in detail as well as the pros and cons of each application. The student will also learn the basics of base coat/clear coat protection.

The course describes the benefits of using auto detailing clay & nano technology and how to sell these benefits to the customer.

Also covered are the features and benefits of various services which include the engine compartment, exterior detailing, interior detailing, detailing packages, VIP plans and cosmetic maintenance plans, ceramic coating maintenance plans as well as a review of The Spectrum of Services.



COURSE DESCRIPTIONS (Continued)

204 EQUIPMENT

The course discusses the various types of buffers, polishers, power washers, vacuums, interior soil extractors, vapor steamers, polishes, cleaners, degreasers, dressings, towels, applicators, auto detail accessories available for professional auto detailers.

205 MARKETING AND PROSPECTING - SECTIONS ONE AND TWO

SECTION ONE

This course is designed to give the student an understanding of the difference between marketing and prospecting for customers. The course gives the student a foundation in marketing strategies to support the detailing business.

SECTION TWO

The student is given business strategies to maintain and increase the business recurring revenue. Strategies include the rule of 2 to 8, the value of return customers, referrals, buying signs, 'the right to fail' and understanding the 'opportunity to win.'

206 COST AND PROFIT MARGIN

The student will learn to identify both the fixed and variable costs of doing business, determining your profit margin and ways to increase your profit margin. Use of a cost model review to determine what a professional detailer should charge for their services based on an hourly rate.

HANDS ON DAYS

207 CHEMICAL AND EQUIPMENT OVERVIEW

A step-by-step instruction on the equipment polishes, and chemicals used in the auto detailing process. Includes managing chemical and supply costs, detailing vocabulary terms, the MSDS manual and safety issues.

220 LAB 1: EXTERIOR CLEANING AND DETAILING TRAINING

This hands on instruction introduces the student to the six critical steps of the exterior detailing process including; exterior prepping, engine cleaning, exterior paint condition evaluation, correct product usage, rotary buffer techniques, random orbital polisher techniques, dressing and conditioning the exterior automobile components.

230 LAB 2: INTERIOR CLEANING AND DETAILING TRAINING

Instruction includes how to evaluate & perform an interior detailing; vacuuming, air purging, hand scrubbing techniques, heated soil extractor & vapor steamer usage, cleaning, dressing and conditioning of vinyl and leather components.



COURSE DESCRIPTIONS (Continued)

AUTO DETAILING CRAFTSMAN PROGRAM

301 LAYING THE GROUNDWORK

Course introduces the student to the development of a business plan and the market study concept, investigating local environmental laws (EPA), determine the competition, obtain needed permits and licenses, determine the best business structure, how to set up a business bank account and determine the type of vehicles to service. Also covered are considerations for business locations, equipment needed for a mobile operation, insurance requirements, communication systems, setting up credit card and merchant accounts, state, city and county laws, Clean Water Act requirements and other environmental issues.

302 ADVERTISING

Course discusses how to choose a business name and set an advertising budget for media, print, web-site and on-site promotions. Also included is creating a company logo, how to design a professional business card and menu of service and create specialty flyers. You will learn how to use your imagination to promote your new business and your own expertise. You will learn about advertising on the web, social media, YouTube, by direct mail, e-mail and regular print media.

303 OPERATIONAL ISSUES - SECTIONS ONE AND TWO

SECTION ONE

This course teaches the student how to evaluate the exterior and interior of a vehicle for detailing and the twenty-six factors to consider before determining what type of reconditioning a vehicle needs. The student will learn how to identify these factors.

The student will also learn how to establish a price range for services and what are considered added value services.

SECTION TWO

The course outlines the EPA painting procedure policy. The base coat/clear coat process is described in detail as well as the pros and cons of each application. The student will also learn the basics of base coat/clear coat protection.

The course describes the benefits of using auto detailing clay, nano technology and how to sell these benefits to the customer.

Also covered are the features and benefits of various services which include the engine compartment, exterior detailing, interior detailing, detailing packages, VIP plans and cosmetic maintenance plans, ceramic coating maintenance plans, as well as a review of The Spectrum of Services.



COURSE DESCRIPTIONS *(Continued)*

AUTO DETAILING CRAFTSMAN PROGRAM

304 EQUIPMENT

The course discusses the various types of buffers, polishers, power washers, vacuums, interior soil extractors, vapor steamers, polishes, cleaners, degreasers, dressings, towels, applicators, auto detail accessories available for professional auto detailers.

305 MARKETING AND PROSPECTING – SECTIONS ONE AND TWO

SECTION ONE

This course is designed to give the student an understanding of the difference between marketing and prospecting for customers. The course gives the student a foundation in marketing strategies to support the detailing business.

SECTION TWO

The student is given business strategies to maintain and increase the business reoccurring revenue. Strategies include the rule of 2 to 8, the value of return customers, referrals, buying signs, 'the right to fail' and understanding the 'opportunity to win.'

306 COST AND PROFIT MARGIN

The student will learn to identify both the fixed and variable costs of doing business, determining your profit margin and ways to increase your profit margin. Use of a cost model review to determine what a professional detailer should charge for their services based on an hourly rate.

307 CHEMICAL AND EQUIPMENT OVERVIEW

A step-by-step instruction on the equipment, polishes and chemicals used in the auto detailing process. Includes managing chemical and supply costs, detailing vocabulary terms, the MSDS manual and safety issues.

320 LAB 1: EXTERIOR CLEANING AND DETAILING TRAINING

This hands on instruction introduces the student to the six critical steps of the exterior detailing process including; exterior prepping, engine cleaning, exterior paint condition evaluation, correct product usage, rotary buffer techniques, random orbital polisher techniques, dressing and conditioning the exterior automobile components.



COURSE DESCRIPTIONS *(Continued)*

AUTO DETAILING CRAFTSMAN PROGRAM **SECTION TWO** *(Continued)*

Paint Chip Repair – The student will learn how to evaluate the condition, which paint application is indicated based on their evaluation, apply paint to repair condition, excess paint removal, the polishing process and customer marketing approaches.

Plastic Restoration - Proper evaluation techniques of all plastic components as well as mirrors, door handles, moldings, running boards and wheel flairs. Instruction includes masking and preparing surfaces, dye application and customer marketing approaches.

Headlight Restoration – Instruction includes evaluation, cleaning, preparation, sanding, and restoration & sealing procedures. Also included is instruction on hand buffing and glazing as well as customer marketing approaches.

330 LAB 2: INTERIOR CLEANING & DETAILING TRAINING & CERAMIC COATING DEMONSTRATIONS

Instruction includes how to evaluate & perform an interior detailing; vacuuming, air purging, hand scrubbing techniques, heated soil extractor usage, cleaning, dressing and conditioning of vinyl and leather components.

Carpet and Mat Dyeing – Instruction in the techniques of carpet preparation, dye application, carpet protection and customer marketing approaches.

Cigarette Burn Hole Repair – Review of the tools and supplies used in the repair process, identifying various types of repairs and how those repairs are made and a review of different methods and procedures.

Mal Odor Elimination – Instruction in the methods for removal, cleaning and deodorizing, the proper use of ozone and customer marketing approaches.

Ceramic Coating Applications Demonstrations - Review the different types of ceramic coating products and demonstrate how they are to be used for various applications; paint coating, glass coating, trim coating, and carpet & fabric application usage.