

TRAINING PROGRAMS

DRIVE YOUR BUSINESS FORWARD.

EMPOWER YOUR TEAM, ELEVATE YOUR SHOP: OTDA LEAD AUTOMOTIVE TIRE SERVICE TRAINING

The tire industry is evolving, and so should your team. As the demand for high-quality service continues to rise, so does the need for well-trained, knowledgeable technicians. That's why the Ontario Tire Dealers Association (OTDA) offers TIA's Automotive Tire Service Training Programs, designed to enhance the skill set of your technicians and empower them to perform at their best.

WHY INVEST IN TRAINING?

Tire and wheel technology has become more advanced, and it's more important than ever for technicians to stay up to date. This isn't just about keeping pace with changes; it's about ensuring your shop maintains the highest standards of quality and safety in an ever-evolving industry.

ATS Training Programs provide your team with a deeper understanding of tire mounting, balancing, inflation, TPMS (Tire Pressure Monitoring Systems), and safety protocols that will prevent costly mistakes and improve overall efficiency.

THE BENEFITS FOR YOUR SHOP AND STAFF

Training your team not only benefits them personally but has a significant positive impact on your entire shop's operation. Here are just a few of the advantages:

- **Improved Productivity:** Technicians who understand best practices perform faster and more efficiently, reducing downtime and improving the speed at which work is completed.
- **Fewer Mistakes and Customer Complaints:** Properly trained techs reduce the likelihood of errors and comebacks, ensuring a higher level of service and customer satisfaction.
- **Enhanced Safety:** Proper tire service requires the use of specific tools and safety techniques. Training reduces the risk of injury to both your staff and customers, protecting your reputation and keeping insurance costs down.
- **Stronger Employee Retention:** Investing in your team's education shows them that you're invested in their success. This boosts morale and often leads to better retention, reducing turnover costs.

Training is about giving your staff the knowledge and confidence to do their job right the first time. For shop owners, this is an investment that pays off long term. You're not only ensuring your team's growth but also helping your shop grow by delivering the best possible service.

Don't wait until your shop faces avoidable mistakes, invest in your team and their education today.

ONTARIO TIRE DEALERS ASSOCIATION