



AUTO CARE ALLIANCE



Connect with a successful  
shop owner to get advice  
and help keep you on track!

# Application for Shop Mentor Program

FREE and CONFIDENTIAL Program for ACA members



Shop name \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_ Position \_\_\_\_\_

Work # \_\_\_\_\_ Cell # \_\_\_\_\_ Email \_\_\_\_\_

How many:    \_\_\_Technicians    \_\_\_Service bays    \_\_\_Service advisors    \_\_\_Add'l office staff    \_\_\_Other

Annual Gross Sales    ☐ Under \$100,000    ☐ \$250,000 - \$500,000    ☐ \$750,000 - \$1,000,000  
                                 ☐ \$100,000 - \$250,000    ☐ \$500,000 - \$750,000    ☐ More than \$1,000,000

Website: \_\_\_\_\_

What shop management system do you use? \_\_\_\_\_

What areas does your shop struggle with? (check all that apply)

\_\_\_Marketing    \_\_\_Hiring/Retaining Employees    \_\_\_Controlling Expenses    \_\_\_Understanding Financials    \_\_\_Comebacks  
\_\_\_Shop Productivity    \_\_\_Employee Pay Plans    \_\_\_Shop Morale/Teamwork    \_\_\_Customer Acquisition    \_\_\_Customer Retention

What is your shop's biggest struggle? \_\_\_\_\_

What are your shop hours? \_\_\_\_\_ Is your shop open on Saturdays? ☐ Yes ☐ No

Who are your 3 biggest competitors? \_\_\_\_\_

What time do you typically arrive at the shop? \_\_\_\_\_ What time do you leave? \_\_\_\_\_

How many hours a week do you typically work? \_\_\_\_\_

Do you take vacations? ☐ Yes ☐ No    When was the last time you took vacation? \_\_\_\_\_

Does your spouse work in the business? ☐ Yes, full-time ☐ Yes, part-time ☐ No ☐ Not applicable

Have you or your shop participated in a 20-group/bottom-line group in the past? ☐ Yes ☐ No

If yes, when \_\_\_\_\_

Do you want to connect with a mentor that is (check all that apply):

Proximity:    \_\_\_ In my local area    \_\_\_Outside of my state    \_\_\_Multi-location shop owner  
Shop Size:    \_\_\_Small-sized shop owner    \_\_\_Medium-sized shop owner    \_\_\_Large-sized shop owner  
Location:    \_\_\_Rural shop owner    \_\_\_Small-medium city shop owner    \_\_\_Large city shop owner

Special concerns/requests: \_\_\_\_\_

Questions? 816-413-9800

Email to [info@autocarealliance.org](mailto:info@autocarealliance.org) or Fax to 816.817.2260