

ALLIANCE UNIVERSITY

Make sure your employees stay up to speed with technical training, product knowledge, and business acumen. Our Alliance University portal delivers a strong curriculum of online training for everyone, at any level, on any topic. Track your course progress and gain certificates of completion at your own speed with on-demand classes and live training webinars.



Course topics include:

- Repair techniques
- Product knowledge
- Business acumen
- Safety
- Customer service
- Management essentials
- Human resources

With Alliance University, you receive:

- Current and up to date modules.
- Immediate online test results.
- The opportunity to pursue your continuing education through our certification programs.

Curriculum has been developed for a wide range of aftermarket personnel, including:

- Store owners and management
- Counter staff
- Outside sales representatives
- Service center owners and management
- Shop technicians

MANUFACTURER SUPPLIED TRAINING

As a member, you have the opportunity to learn from leading manufacturers on a variety of topics and can focus on specific areas of expertise.

Training includes access to:

- State-of-the-art, hands-on training facilities
- Industry subject matter experts
- Exclusive courses, training promotions, and prize opportunities to advance counter staff and professional technician skills

TECHNICIAN OF THE YEAR

By staying up to date on certifications and automotive knowledge, your employees have the chance to be nationally recognized as a Technician of the Year! It is important to recognize our network's master level technicians and show appreciation for their career achievements.

Check with your representative for qualification details.

