



# Automotive Training Courses 2009-2010

**Comprehensive supplier of Professional and Business Management Services solely to the Motor Industry.**

ASE plc and ASE Audit LLP pride themselves on delivering the highest quality advice and service to the Motor Industry. With significant industry experience at all levels the business is now widely recognised as not only the Motor Trade's No.1 professional services provider but also a trusted partner in driving profitability.

It is crucial that training and development in all areas of your business takes place throughout the year. ASE developed a portfolio of courses to assist in specific specialist areas of your motor business.



Professional service providers,  
serving the Motor Trade since 1975

Call +44 (0) 161 493 1930  
Visit [www.ase-global.com](http://www.ase-global.com)

## Training Courses

### Our goal

To offer an unrivalled scope and quality of professional services in the motor industry, working with our clients to drive profitability, whilst managing risk.

Our core values are:

- Quality
- Sharing success
- Personal development
- Empowered people
- Delivering promises globally

ASE will continue to strengthen its position as the professional services advisor to the motor industry, through:

- Developing innovative commercial solutions to key industry issues
- Delivering the highest quality of client service
- Combining big firm expertise in a specialist firm culture
- Continually enhancing the knowledge and skills of our people

All courses will be held at the ASE offices: ASE Plc, Rowan Court, Concord Business Park, Manchester, M22 0RR

	Suitable for	Duration	Date	
<b>Projector</b>	Dealer Principal / General Manager/ Accounts Staff	1/2 Day	AM - 8th Sept 09	Projector overview, the importance of business plans and longer term planning. This course will include creating a plan - "What if" scenarios / Making the budgets "live" including key DOC's.
<b>METIS</b>	Accounts Staff	1/2 Day	PM - 8th Sept 09	METIS Overview. The importance of quality input / Explanation of output. Linking METIS to the DMS. The significance of accurate statistical information.
<b>Accounts Information In Plain English</b>	Junior accounts staff or non-financial individuals who require a refresher	1/2 Day	AM - 16th Sept 09	Simplifying financial information, understanding the balance sheet and management accounts. Key benefits of accurate management accounts, why composites are important to a dealership & extracting useful information from composite.
<b>Kerridge DMS Training</b>	All accountants & finance directors	1/2 Day	AM - 25th Sept 09	Ensuring that you are gaining the maximum value from your DMS system, including controls, reporting and best practice.
<b>Employees Remuneration</b>	Accountants, finance directors & business owners	1/2 Day	PM - 25th Sept 09	Tax efficient ways of remunerating staff including company car schemes, pension and share schemes.
<b>Understanding the Composite &amp; Key Ratios</b>	Dealer Principal/ Senior Management/ Franchise Personnel	1/2 Day	AM - 7th Oct 09	Understanding the structure of the composite, what "key ratios" actually mean, setting your own benchmarks, assessing profit opportunities available from "hitting" the benchmarks, setting priorities and action planning.
<b>Profit Improvement &amp; Cost Reduction</b>	Dealer Principal's	1/2 Day	PM - 7th Oct 09	Setting the balance and benchmarks in the business. Key issues will be discussed such as improve the profit or reduce the costs? Is it volume or profit? Is the profit too small or the costs too great?
<b>PAYE &amp; P11d Training</b>	Accountants new to the role or the Motor Industry	1/2 Day	AM - 28th Oct 09	Covering all aspects of completing forms P11d, year end returns and general compliance issues.
<b>VAT - Beginners guide</b>	Accountants new to VAT or the motor industry	1/2 Day	PM - 28th Oct 09	A beginners guide to VAT issues affecting the motor trade. Top tips and advice on how to deal with this complex area.
<b>Motor trade VAT - The Basics &amp; Beyond</b>	Accounts and Non - Accounts Staff	Full Day	AM - 11th Nov 09	No previous VAT knowledge is required. This course will take you from the basics right through to the advanced motor trade specific HMRC VAT rules. Topics include partial exemption, private use of assets such as demonstrators, zero rating of sales to disabled people, bumping, international transactions, property transactions.
<b>Buying a Motor trade Business</b>	All business owners	1/2 Day	AM - 24th Nov 09	Advice on what to look for, how to negotiate the deal and top tips for your next acquisition.
<b>Selling a Motor trade Business</b>	All business owners	1/2 Day	PM - 24th Nov 09	Advice on grooming your business for sale, maximising the deal value, goodwill and ensuring that you cover all areas correctly.
<b>Motor trade VAT - The Basics &amp; Beyond</b>	Accounts and Non - Accounts Staff	Full Day	AM - 10th Feb 10	No previous VAT knowledge is required. This course will take you from the basics right through to the advanced motor trade specific HMRC VAT rules. Topics include partial exemption, private use of assets such as demonstrators, zero rating of sales to disabled people, bumping, international transactions, property transactions.
<b>Improving Service Sales</b>	Service or After Sales Managers	1/2 Day	AM - 24th Feb 10	After Sales - A business within a business - focusing on key after sales issues and profit opportunities. This course will cover understanding and improving efficiencies, workshop "buy in," control of the front desk, selling more hours and maximising every area of the department.
<b>Budget Impact</b>	All accountants and business owners	1/2 Day	AM - 29th April 10	Advice on all aspects of the budget including implications on corporation tax, personal tax etc.
<b>Employees Remuneration</b>	Accountants and business owners	1/2 Day	PM - 29th April 10	Tax efficient ways of remunerating staff including company car schemes, pension and share schemes.
<b>VAT - General Update</b>	Experienced accountants	1/2 Day	AM - 25th May 10	All aspects of VAT covering the motor trade.
<b>P11d General Issues &amp; Update</b>	Company accountants and Payroll Staff	1/2 Day	PM - 25th May 10	Advice on how to treat company cars, fuel, incentives, overdrawn loan accounts and PSA settlements.
<b>Motor trade VAT -The Basics &amp; Beyond</b>	Accounts and Non - Accounts Staff	Full Day	AM - 12th May 10	No previous VAT knowledge is required. This course will take you from the basics right through to the advanced motor trade specific HMRC VAT rules. Topics include partial exemption, private use of assets such as demonstrators, zero rating of sales to disabled people, bumping, international transactions, property transactions.





# ASE Training Courses Booking Form

Please complete your details below to confirm your booking and either:

**Fax to:** 0161 493 1931

**Email to:** heather.sargeson@ase-global.com

**Or post to:** ASE Plc, Rowan Court, Concord Business Park, Manchester, M22 0RR

**Contact Name** \_\_\_\_\_ **Company Name** \_\_\_\_\_

Course	Duration	Date	No. of Places	Delegate Names
Projector	1/2 Day	AM - 8th Sept 09		
METIS	1/2 Day	PM - 8th Sept 09		
Accounts Information In Plain English	1/2 Day	AM - 16th Sept 09		
Kerridge DMS Training	1/2 Day	AM - 25th Sept 09		
Employees Remuneration	1/2 Day	PM - 25th Sept 09		
Understanding the Composite & Key Ratios	1/2 Day	AM - 7th Oct 09		
Profit Improvement & Cost Reduction	1/2 Day	PM - 7th Oct 09		
PAYE & P11d Training	1/2 Day	AM - 28th Oct 09		
VAT - Beginners guide	1/2 Day	PM - 28th Oct 09		
Motor trade VAT - The Basics & Beyond	Full Day	AM - 11th Nov 09		
Buying a Motor trade Business	1/2 Day	AM - 24th Nov 09		
Selling a Motor trade Business	1/2 Day	PM - 24th Nov 09		
Motor trade VAT - The Basics & Beyond	Full Day	AM - 10th Feb 10		
Improving Service Sales	1/2 Day	AM - 24th Feb 10		
Budget Impact	1/2 Day	AM - 29th April 10		
Employees Remuneration	1/2 Day	PM - 29th April 10		
VAT - General Update	1/2 Day	AM - 25th May 10		
P11d General Issues & Update	1/2 Day	PM - 25th May 10		
Motor trade VAT -The Basics & Beyond	Full Day	AM - 12th May 10		

**Address** \_\_\_\_\_

**Telephone** \_\_\_\_\_ **Email** \_\_\_\_\_

Please note morning courses start at 9.30am prompt and afternoon courses start at 1.30pm prompt.

A total of  places at a half day rate of £150 £

**Subtotal £**

A total of  places at a full day rate of £250 £

**VAT 15 % £**

Access to all courses in a 12 month Period for one delegate £1,500 £

**Total £**

A total of  additional places at £100 each £

Please invoice my company. I understand the usual 28 days credit terms apply.

Please find enclosed a cheque for £  Made payable to ASE Plc

Please charge the total amount (including VAT) my credit card (delete as appropriate) Mastercard / Visa / Switch.  
Additional 2.25% charge for all credit card payments

**Security number:**  **Card number:**  **Ex. Date:**

Confirmation: An invoice will be sent as confirmation of your booking.