

**WELCOME TO THE INSTITUTE'S
PRODUCTS AND SERVICES
5 MONEYBACK GUARANTEES
AND
12 PROMISES**

AVAILABLE FROM

FLEETTEXTBOOKS.ORG LLC

**THE FLEET ASSET–INVENTORY–LABOR
INTEGRATION AND OPTIMIZATION
INSTITUTE**

AND FLEETWHIZ™ CD

INSTITUTE – PRODUCTS AND SERVICES
1. 5 MONEYBACK GUARANTEES AND
2. 12 PROMISES ENSURE OUR CLIENTS ARE LEARNING
GLOBALLY-PROVEN WORLD-CLASS CONCEPTS AND STRATEGIES.
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INSTITUTE – INTRODUCTION TO 6 REASONS WHY OUR CLIENTS HAVE COMPLETE CONFIDENCE IN OUR PRODUCTS AND SERVICES

Introduction: Our five (5) satisfaction or moneyback guarantees and twelve (12) promises, our eight (8) industry organization sponsorships, our three (3) educational institute endorsements, our harmony with the Fortune 500® Business Model and cutting-edge information give our clients complete confidence that the content of The Institute's textbooks, seminars, certifications and consulting is globally-proven world-class. The fact that Fortune 500® companies apply the same concepts and strategies in order to successfully compete in all three (3) global markets further demonstrates the information we teach is globally-proven world-class. Our competitors cannot make this claim.

Remarks:

1. The six (6) reasons why our clients have confidence in our products and services are listed in the following illustration.

Illustration – 6 Reasons Our Clients Have Complete Confidence in Our Products and Services

1. We offer 5 satisfaction or moneyback guarantees.
2. We offer 12 promises.
3. We have 8 sponsorships from industry organizations.
4. We have 3 educational institute endorsements.
5. We are in harmony with the globally-proven world-class Fortune 500® Business Model's financial and operational practices.
6. We offer textbooks, seminars, certifications and consulting that are always up-to-date. 25% annual updates and additions are typical!
7. Others

2. Two (2) of the six (6) reasons are discussed in the following remarks and topics.
3. The Institute has offered satisfaction or moneyback guarantees on all our training products and services for over twenty (20) years. Our competitors cannot make this claim.
4. Over the past twenty (20) years, eight (8) industry organizations have sponsored our seminars. Our competitors cannot make this claim.

INSTITUTE – INTRODUCTION TO 6 REASONS WHY OUR CLIENTS HAVE COMPLETE CONFIDENCE IN OUR PRODUCTS AND SERVICES

Remarks: Continued from the previous page.

5. Over the past twenty (20) years, our training information content has matched University Master of Business Administration (MBA) and Master of Public Administration (MPA) Curriculum content which ensures our clients are learning globally-proven world-class concepts and strategies. Our competitors cannot make this claim.
6. Fortune 500® companies apply the same concepts and strategies to successfully compete globally in markets where some consumers earn 30-cents per hour and some earn 30-dollars per hour which ensures our clients are learning globally-proven world-class concepts and strategies. Our competitors cannot make this claim.

INSTITUTE – 6 REASONS FOR CONFIDENCE
1. 5 MONEYBACK GUARANTEES AND
2. 12 PROMISES ENSURE OUR CLIENTS ARE LEARNING
GLOBALLY-PROVEN WORLD-CLASS CONCEPTS AND STRATEGIES.

Introduction: The Institute is very confident our clients will be completely satisfied with our textbooks, seminars, skills certifications, recruiting and consulting services. Therefore, we offer our clients five (5) satisfaction or moneyback guarantees. In addition, we make our clients twelve (12) other promises. Our competitors do not give their clients these guarantees and promises.

Remarks:

1. The Institute backs up our confidence in our products and services with the five (5) satisfaction or moneyback guarantees listed in the following illustration.

Illustration – 1. We Offer Our Clients 5 Satisfaction or Moneyback Guarantees.

1. **Most advanced guarantee** – If the purchaser finds a more advanced presentation of world-class fleet–shop–parts–fuel management practices and performance measures, then the Institute will refund 100% of applicable *Textbooks, Seminars and Certifications* purchase prices. Our competitors do not make this claim. Frequently, our competitors' reading, test and seminar materials are five (5) to ten (10) years old. Why? Because it is not their core business.
2. **Most comprehensive guarantee** – If the purchaser finds a more comprehensive presentation of world-class fleet–shop–parts–fuel management practices and performance measures, then the Institute will refund 100% of applicable *Textbooks, Seminars and Certifications* purchase prices.
3. **Save 100% plus of the cost of purchases guarantee** – If the purchaser applies the information presented, then the purchaser's organization will save at minimum the cost of the *Textbooks, Seminars and Certifications* or the Institute will refund 100% of applicable purchase prices.
4. **FleetWhiz™ CD quality and functionality guarantees** – The CD physical medium is guaranteed to be free of defects in materials and workmanship under normal use for 180 days. The CD is guaranteed to function according to its presented documentation for 180 days. Defective CDs will be replaced at no charge.
5. **Recruiting services guarantees to employers of fleet–shop–parts–fuel managers** – We offer employers 180-day moneyback guarantees on fleet–shop–parts–fuel manager recruiting and placement services.
6. Guarantees are subject to the Institute's limited warranty and limited moneyback guarantee which is presented in the Limited Warranty and Limited Money Back Guarantee Section located on the FleetWhiz™ CD and posted on FleetTextBooks.org website.

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Remarks: Continued from the previous page.

2. The Institute further backups our clients' confidence in our textbooks, seminars, skills certifications, recruiting and consulting with the twelve (12) promises listed in the following illustration.

Illustration – 2. The Institute Makes Our Clients 12 Promises.

1. Our certification program was introduced in 1990 and is the oldest and largest fleet–shop–parts–fuel manager certification program in North America with over 500 graduates and candidates.
2. Our course content is centered in university MBA/MPA (Master of Business Administration/Master of Public Administration) curriculums and the application of that content via the globally-proven world-class Fortune 500® Business Model. Our competitors' course content is biased because content is controlled by trade association politics and supplier sell–sell–sell agendas versus the presentation of world-class financial and operational practices.
3. The globally-proven best Fortune 500® Business Model's concepts and strategies are applied to fleet–shop–parts–fuel functions to achieve world-class productivity, financial and operational performances.
 - 3a We train our clients using the globally-proven most competitive business model.
 - 3b Our competitors teach the much weaker family-owned business, government and utility business models' financial and operational practices which achieve pathetic financial and operational performances. These weaker business models cannot compete locally much less globally against the Fortune 500® model.
4. Our Fleet-Shop-Parts-Fuel Management Solutions score highest using the five (5) Fortune 500® Business Model financial and operational performance scorecards.
5. The Institute trains, mentors and certifies managers and not administrators.
 - 5a We certify managers have the skills to manage fleet–shop–parts–fuel functions into the future which will be extremely challenging.
 - 5b Our competitors certify administrators with the skills to maintain the status quo.

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Remarks: Illustration continued from the previous page.

Illustration – 2. The Institute Makes Our Clients 12 Promises. (cont'd)

6. We integrate and optimize fleet–shop–parts–fuel functions to achieve world-class productivity, financial and operational performances.
 - 6a Our thirty-six (36) textbooks, five (5) seminars and eight (8) certifications integrate and optimize fleet–shop–parts–fuel–employee–supplier–work crew functions so as to minimize costs, risks and liabilities and maximize productivity, financial and operational performances across the entire organization.
 - 6b Our competitors' textbooks, seminars and certifications are a collection of reading materials by multiple authors with no integration and optimization of information presented.

7. We offer the widest scope and volume of information.
 - 7a Our content covers the widest scope of fleet assets including thirteen (13) asset categories with over one-hundred (100) classes.
 - 7b Our content covers the widest scope of functions including business–vehicle–equipment–fleet–shop–parts–employee–supplier management in-the-shop and in-the-field, and mobile work crew management.
 - 7c Our competitors cover narrow scopes of fleet assets and support functions.

8. We have solved the long-term shortage of skilled technicians and parts personnel with our New Shop–Parts Management Model.
 - 8a The Institute's New Shop–Parts Management Model is the long-term solution to technician and parts personnel shortages and disinvestments in noncore businesses including fleet–shop–parts–fuel functions.
 - 8b Our competitors' certifications barely discuss shop and parts management.

9. Our prices are reasonable given the scope, volume and quality of information presented.
 - 9a Textbooks cost \$30 to \$100.
 - 9b CDs cost \$500 for 36 textbooks or \$14 each.
 - 9c Seminars are free to \$300 to \$750 depending on seminar sponsors.
 - 9d Certifications are \$750 to \$1500 to \$3000. If all costs are totaled including textbooks, tests, seminars and travel expenses, then our certifications cost less than our competitors.

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Remarks: Illustration continued from the previous page.

Illustration – 2. The Institute Makes Our Clients 12 Promises. (cont'd)

10. Our textbooks are designed to be easy-to-use reference sources available to all interested organization employees.
 - 10a The easy-to-use reference format including remarks, checklists and step-by-step procedures increases the probability managers will utilize our textbooks as long-term reference sources.
 - 10b Our competitors' textbooks are hard-to-use reference sources because they are in paragraph formats.

11. If it is your core business, then it must be world-class or you will be driven from the marketplace.
 - 11a Textbooks, seminars and certifications are our core business, therefore we are world-class at it.
 - 11b Most of our competitors who offer certifications are trade associations where textbooks, seminars and certifications are noncore business and frequently five (5) to ten (10) years out-of-date.
 - 11c Some of our competitors teach the "history" of fleet–shop–parts–fuel management.

12. We offer the only fleet–shop–parts–fuel manager career ladder.
 - 12a We offer four (4) private- and four (4) public-sector fleet–shop–parts–fuel manager certifications.
 - 12b We offer the only entry-level through Vice President and Director certifications career ladder.
 - 12c Textbooks, seminars and certifications are designed to bring entry-level managers to middle managers to Vice Presidents and Directors of Fleet–Shop–Parts–Fuel Departments.
 - 12d Our competitors do not know what career ladders are!

13. Others