Basic guidelines for CEPA Mobility training services

As a corporation with more than 35 years of experience, we have managed to consolidate our position as a company recognized for providing excellent service. This distinction, coupled with the unmatched quality of our content, materials and, of course, our trainers, has allowed us to establish lasting relationships with our clients. In fact, many of them have accompanied us throughout the years, opening the doors to expand our presence in various markets and countries.

It is precisely for this reason that we consider this module as a fundamental pillar, as it aims to guide you in adopting the particularities that distinguish us. Let's review below the guidelines that define us and that must be respected when teaching a course on behalf of CEPA Mobility:

1. To educate is to serve.

Education is considered a fundamental service because of its intangible nature and its ability to enrich people's lives. By providing knowledge, skills and perspectives, education empowers individuals to face challenges, make informed decisions and contribute meaningfully to society. Moreover, this process involves direct interaction between educators and students, where knowledge is shared and constructed in a dynamic way.

Education is also highly personalized, adapting to the needs and learning styles of each individual. Through this service, a path towards personal and professional growth is forged, thus demonstrating its importance as a fundamental pillar in the development of individuals and communities.

2. The role of the CEPA instructor and his or her vocation for service.

You are the one who represents CEPA MOBILITY, that is to say that you are the visible face of the company in front of the client, therefore maintain an attitude of service and respect. The treatment you receive from a person corresponds to the way you treat him/her. Therefore be courteous; this will make your students maintain a good mental disposition towards you and therefore you will have taken a big step towards your final objective.

Show enthusiasm through your expression. Motivation is the main point that you must convey.

Understand that each person to be trained has unique and special characteristics. Remember that you will be dealing with drivers who have a certain experience, knowledge and potential.

3. Avoid surprises.

Although improvisation is an element to be considered by every Instructor, what he/she did not plan or know before conducting a training, will not magically appear afterwards, and failure is certain. It is therefore important:

- Prepare well in advance of the assigned course or activity, the material to be used as appropriate.
- Take care to know the details regarding the type of training to be developed, including any special aspects or needs, if any. Specific topics to be considered include aspects of the participants, characteristics of the fleet, and history, for example.
- Record all the names and telephone numbers of those people who will serve as contacts with the client company, as well as all the suppliers who will support us on site. For example, cones, rooms, food, and vehicles.
- If possible, check the training room, opening hours, lighting, reconfirm the existence and operation of all the elements that will be used in the training.

4. Proactivity and self-management.

Undoubtedly, the leadership capacity that the instructors have, is a fundamental mark of a quality service, that is why when you travel to another country/region/city, immediately upon arrival contact the client and reconfirm that all aspects of the program are in order and be available to attend to any necessary details.

It is important that you do not present yourself to a client without knowing the statistical details, types of vehicles, most common types of accidents, as well as the characteristics of the Company to which the service will be provided. Industry, type of vehicles, circulation areas, for example.

When traveling to another city, region or country, acquire knowledge that covers aspects such as geography, history and gastronomy, etc. Use this knowledge skillfully during interactions with customers, this will demonstrate your proficiency not only in road safety, but also in the broader reality of the place.

5. It is always a SALE.

Before, during and after an activity and every time the Instructor is in contact with clients, he/she will always sell. Through his image, his responsibility, his knowledge, his opinions and his ability to interpret the needs of customers and to always be willing to give a plus, the Instructor will achieve the main objective which is to achieve the satisfaction of our customers.

6. Respect for the times.

Cumplir con los horarios establecidos demuestra un alto nivel de profesionalismo y compromiso por parte del proveedor de capacitación. Esto fortalece la credibilidad de la empresa y genera confianza en los clientes. Por ello, cumple rigurosamente con los horarios establecidos por el servicio, presentándote siempre con anticipación una hora antes.

7. Safety as a value.

Consistent with what we promulgate in our courses, the instructor must be the first to live safety, so from the moment he/she enters the client's facilities, follow the existing occupational health and safety guidelines applicable to each situation.

If you use a vehicle to travel to and from the training, your behavior and driving style must be impeccable outside and inside the client's premises.

Use the Personal Protective Equipment required by the client to enter their facilities if there is a guideline or the one you need in case of traveling by motorcycle for example.

When walking around the client's facilities, do so only in the areas designated for them and in the classroom, make sure that cables and equipment connections do not create unsafe conditions.

In the development of practical training, follow all guidelines provided by CEPA Mobility that relate to safety.

8. Exceeding expectations.

With the purpose of having qualified personnel to satisfactorily cover their job functions, companies continuously train their employees, who many times due to fatigue or saturation, present a certain degree of rejection to a new training, an aspect that represents a challenge

for the Instructor, not only for having to face this feeling, but also because you will face a group of people who will measure and compare your performance with that of other instructors or facilitators, so drivers or students will always have expectations about you and your course, for example:

- They expect to be welcomed
- They expect an impeccable personal presentation
- They expect immediate attention.
- They expect professional attention and knowledge
- They expect to be listened to attentively
- They expect eye contact, a frank smile and a cordial attitude.
- Confidentiality is expected
- They frequently expect to hear. Welcome, Thank you, Please, Apologies, Well done, At your service, "We look forward to hearing from you.

Always keep in mind that participants will not only value your knowledge, but also your quality and human warmth.

9. Training as a SHOW.

To be a professional instructor means not only to fully master the subject matter, but also to communicate the knowledge through the "skin", expression and everything that requires an ACTION on the part of the Instructor, transforming his presentation into an enjoyable SHOW because of what he says and how he says it.

Possibly, for some Instructors this ACTION will be easier to put into practice than for others, but only with hard work and dedication will you achieve the results we expect.

Once you get in contact with the participants, the SHOW begins and with it your ACTING. Leave nothing to chance. Think about every movement, every gesture and your whole expression, and your students will surely give it back to you in appreciation.

10. The deadly sins of the training service.

Just as there are expectations from the student to the instructor, of course there are also elements that MUST NOT OCCUR.

Never use foul language in spite of the students' expressions and/or the trust you have gained with them.

Do not ridicule a participant for any reason.

Be aware of the risk of physical contact with the members of the group to be trained. In spite of the good and professional intention of the trainer, a bad interpretation on the part of the people, will break the climate and will hardly be recomposed, even if YOU apologize, therefore ELIMINATE ANY TYPE OF PHYSICAL CONTACT.

Some other elements that are not consistent with quality service:

- To be treated with apathy.
- That they do not provide dedication.
- That they have no patience for him.
- That they transmit coldness and aggressiveness.
- To be treated with superiority.
- That you work with minimum effort.
- Do not let them resolve your doubts.
- Not respecting your schedule.

In summary, it is clear that service in driver training is not only about imparting knowledge, but also about providing a complete and enriching experience. Undoubtedly, the quality of the instruction and the treatment we offer our students will directly affect the decisions they make to consider making significant changes in their driving and therefore in the safety on the roads and, ultimately, the lives of those of us who travel on them.

So let's always remember, good service in driver training not only contributes to responsible driving, but also builds a path towards safer traffic for all. Thank you for your attention and commitment to this cause!

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