



Here is How You Can Announce the Credential



Publically announcing a new certification or recertification of an employee rewards and recognizes their achievement, and promotes the dealership's commitment to professionalism and customer service.

The RV Learning Center has prepared a news release template that you can access easily, customize personally, and distribute locally. The text of the news release is below. The template provides the structure—you fill in the blanks. You can even customize it to announce the accomplishments of several people in a single release. If you can provide a photo of the individual(s), that may improve the odds of getting it published.

Your employees work hard to earn credentials. Their achievement reflects positively on your dealership. Customers appreciate knowing they frequent an establishment that is dedicated to hiring and retaining a team of knowledgeable and professional employees. So use the news release template to trumpet the fact that the staff at your dealership have met certain knowledge and skill requirements, and earned an industry recognized certification.

Local News Release Template

Title: [Name] earns certification as [Certification type] from the Mike Molino RV Learning Center.

[Name], [title] at [dealership or facility] has recently been certified as an RV [Certification type] by the Mike Molino RV Learning Center. In earning this credential, [s/he] is eligible to wear the "RV Learning Center certified [Certification type]" patch, and the [dealership or facility] may proudly display [her/his] certification plaque.

[Personal background info...joined employer when, RV-specific training, participation in local activities, ...etc.]

The Learning Center's credentials assures customers that certified dealership employees have completed training and passed the appropriate exam that demonstrate additional knowledge, ability, and skills needed to improve customer satisfaction and retention. The knowledge and performance standards of the credentials were developed by The Ohio State University Center on Education and Training for Employment, and the Mike Molino RV Learning. The Learning Center assures that certified individuals further their professionalism by requiring training and education for the retention of their certification.

The modern RV customer demands professionalism in all aspects of the dealership experience and recognizes certification programs as an indication of professionalism.

The Mike Molino RV Learning Center is supported by dealers, manufacturers, suppliers, distributors, and other RV industry members who are committed to dealership education and the high level of customer service that is provided by educated employees. Headquartered in Fairfax, VA, it tests, certifies, and recertifies RV professionals in five areas of specialty: RV Parts Manager, RV Parts Specialist, RV Service Writer/Advisor, RV Service Manager, and RV Warranty Administrator. For more information, go to www.rvlearningcenter.com.