

# ESOTERIC



## AUTO DETAILING TRAINING



## THE ESOTERIC ELITE DETAILER ACADEMY

### PRESENTED BY TODD COOPERIDER

Over the years of writing detailing articles and educational material, I received countless requests for auto detailing training from professional detailers that were interested in stepping up their paint correction skills. Given that demand, I established the ESOTERIC Elite Detailer Academy in 2012 where detailers from around the world could attend and learn not only the most modern and responsible paint correction techniques, but they will also be trained on a wide variety of products and tools that they might not have had exposure to otherwise.

The training course is primarily for those already working in the detailing and paint correction industry who already have at least some level of experience working with machine polishing, however the course is set up so that beginners can attend the class and not feel overwhelmed. Even if you have already been through another training school for detailing, this will be a great opportunity for continued education. I have trained many detailers who have already attended other courses, and they have been simply amazed at how much more they were able to learn! Each class will be limited to 4 students in order to maximize the amount of time I can dedicate to each individual.

This intensive 2-day course will be held regularly at the beautiful Esoteric Auto Detail headquarters in New Albany (Columbus), Ohio.



## FLEXIBLE CURRICULUM

While final course curriculum may be adjusted to suit the needs of each incoming class, we will be focusing and offering the following:

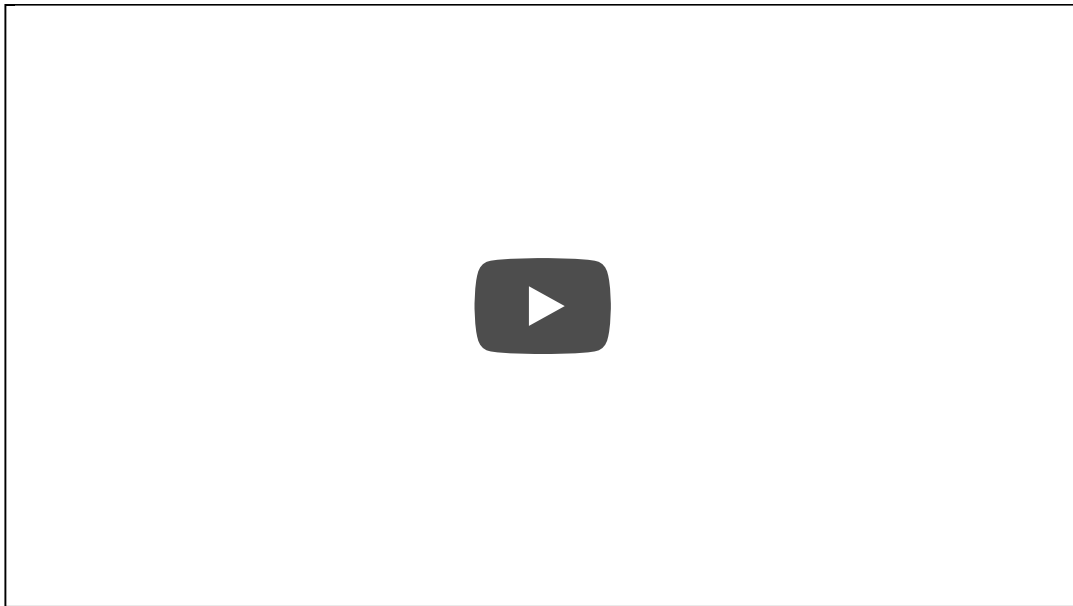
- Learning the latest and most effective paint polishing and compounding techniques
- Introduction to a variety of polishes, and how to maximize their effectiveness
- How to read and react to different paint types
- Polishing for paint perfection
- The responsibilities pertaining to paint preservation
- The different levels of paint correction, and how to make them profitable
- Introduction to coatings, coating maintenance, and product training for GYEON Quartz and KAMIKAZE lines.
- In some classes we will have either guest highline detailers, or manufacturer representatives in attendance
- Other detailing topics depending on the wants and needs of each individual class



SIGNING UP FOR YOUR CLASS WAS ONE OF THE BEST DECISIONS I  
EVER MADE WHEN IT COMES TO GETTING MY BUSINESS GOING.  
THANK YOU FOR EVERYTHING!

**Mike from Chicago**

## VIDEO OVERVIEW



## EXTENDED TOPICS

In addition to advanced detailing training, the class will also spend some time on the subjects of sales, marketing, and business administration (time permitting). During the 22 years that I spent working in the motorcycle industry, I not only had experience at all levels of business (purchasing, product development, sales), but I also spent over 9 years as a regional sales and marketing manager in charge of 15 district managers, 600 dealerships, and \$50M in sales revenue. As you can imagine, this gave me a well rounded practical education on business that can be directly applied to your detailing business.

Some of the planned sales and marketing topics will be:

- Effective sales & marketing strategies to help grow your business
- Social networking
- Pricing
- Selling detailing services and optional pricing
- How to be profitable!
- Open discussions

So if you're looking to take your detailing and paint correction skills to the next level (or two), and you also wish to learn more about sales, marketing, and even photography to improve your business, then let's get you on the schedule for the next class. Everything about the training, the facility, the organization, and the weekend will be first class...professionalism is key in everything that we do!



THANK YOU AGAIN TODD IT WAS AN AMAZING LEARNING EXPERIENCE AND I WOULD HIGHLY RECOMMEND IT TO ANY DETAILER NEW OR SEASONED TO ATTEND THIS CLASS

**Dustin from Maryland**

## ELITE DETAILER ACADEMY 2018 CLASS SCHEDULE

**January 25-26 | February 23-23 | March 29-30 | April 26-27 | May 24-25 |  
June 28-29 | August 23-24 | September 27-28 | October 25-26 | December 6-7**

To inquire about upcoming classes, please call ESOTERIC at 614-855-6855, or email at [training@esotericdetail.com](mailto:training@esotericdetail.com)

**Tuition Fees:** The cost of the 2-day course is \$1,500. To secure a spot, a 50% non-refundable deposit is required, then the balance is due 2 weeks prior to the course. Full payment in advance is also available.

**Flights:** For those flying in for the class, you should arrive at the Columbus International Airport (code: CMH). The hotels are close by, and our facility is 10 minutes away. In most cases, a rental car will not be needed!

**Hotels:** For students driving in, you can pretty much stay anywhere you like. For those flying in, we recommend the following hotels so that we can arrange transportation for you to and from our facilities.

Courtyard by Marriott – New Albany [visit site]. Right around the corner from the ESOTERIC Headquarters.

**NOTE:** The training course will not be available for those residing or working in Ohio.

## SCHEDULE YOUR TRAINING

Use the form below or call 614-855-6855.

**Name \***

First

Last

**Email \***

**Location \***

City

State / Province / Region

Country

**Phone**

**Desired Month to Attend \***

**Your Experience Level**

**Comments & Questions**

## TESTIMONIALS





**Jeff McEachran**

about a year ago

There is no better way to take your skill set to the next level than to spend time with and learn from people at the top of the game. Whether you are a weekend enthusiast detailer or a professional detailer looking to take the next step in your business, you will take away something incredibly valuable from this course.



645 Likes

3 talking about this

2

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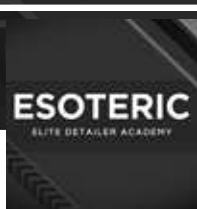
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**Brae Rusling**

about a year ago

I took Todd's class back in September 2014 & even though it was a long hike from New Zealand to Ohio, it was definitely worth it. It gave me the confidence to tackle higher end cars & approach every job now with a 'can do' attitude. What I've learnt to do with a DA polisher even other detailers here can't believe I can do! The continued support from Todd & his team is invaluable. I'm hoping to attend again one day in the future!



645 Likes

3 talking about this

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Comment

Share



**Mike Makowski**

about a year ago

I took this class 4-5 years ago and it was money well spent. Great way to improve your technique and learn about some aspects of running successful detailing business. Great training not only for detailers, but also people who want to learn how to take a good care of their cars.

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645 Likes  
3 talking about this

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**Robert Allen**

about a year ago

Well worth the investment. I did a plenty of research on various training facilities before attending Esoteric Elite Detailer Academy. The Academy is delivered to you in a well prepared manner. The quality of this Academy is 2nd to none. You will not be disappointed in any way. They've already encountered every question you have and can address any concerns you have as well. Todd Cooperider has surrounded himself with high quality people which enhances your experience during and after your training.

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3 talking about this

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**Ryan Bee**

about a year ago

I can't say enough good things about my experience with the Esoteric Elite Detailer Academy. Todd and company are true professionals, and a shining example of how any business should operate. Thank you again Todd, Dan, Zach, and Bonnie!

645 Likes  
3 talking about this

3 1 Share



**William Shephard**

about a year ago

I really had a great time at the ESOTERIC Elite Detailer Academy, they really made me feel at home. Not only did I meet some other great detailers I also gained a great skill set that I use every time I work on a vehicle. I had a great time and learned alot.

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3 talking about this

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