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**[Attention to Details](#)**

**[www.detailingsuccess.com](http://www.detailingsuccess.com)**

**Contact [Chanin Payne](#)**

**Telephone: 208.342.3799**



Student Angie Marchant in the ATD H1 Hummer



Marty the "Waxinator"  
Driving the ATD H1 Hummer To Dinner

### **Auto Detailing Training with a twist**

Boise Idaho- June 27, 2006 –Chanin Payne, Marketing Manager of Attention To Details announced today that they will be introducing a new detail training package aimed at providing those wishing to perform at the highest levels possible, the ability to gain the needed skills to perform at levels few can offer. "We understand the challenges that detailers face because that is how we have made our living for over two decades. Attention To Details is a very successful detailing organization that desires to share our knowledge and skills with others that clutch the drive and determination to become a professional", "Eight out of ten new businesses fail within this country before they reach their fifth year in business and our school of thought is that with proper training and planning we can assist at reversing the odds for those we interact with", Chanin Payne said.

Starting in September of this year, our three-day training event will become our small group training that will include only four students within each training session. This is an opportunity for students to work within the systems our organization has taken decades to develop. This exposure will allow those attending the training to leave with a high level of skill and a phenomenal amount of confidence. "The trainings are challenging, they have not been designed to be easy, nothing about detailing is easy when performed correctly," Payne said and quickly adds, "Renny Doyle our founder remains at the center of these trainings and is the primary instructor within each and every training we offer".

"The training we provide is as interactive as it gets...simply put you are going to be challenged and you are going to learn a great deal of skills and each student will face nearly every major issue a detailer will face on a regular basis within these trainings"

Payne further explained. The training Attention To Details offers is not donuts and coffee and then the students watch a couple guys detail and maybe detail a little yourself. When those desiring to gain expertise within detailing attend our events, that student will be duplicating what we are teaching them.

These trainings have been designed with two groups in mind, those just entering the business and those that are already active detailers. Due to the small size of the group, teaching both beginners and experts in one-group adds to the value of the course. The more advanced detail technicians learn fundamentals in a way that will allow them to teach their own staff in a much more effective manner. The new detailers see the progressiveness of the more advanced technicians and both end up being an influence for the other. "Many times our advanced students are so crazed with speed they have allowed their techniques to suffer, slowing them down and teaching them that quality counts is a center point of our efforts. The newer students then see this correction and will learn first hand that faster is not better...better is better and using the correct techniques are essential", Payne added.

Chanin offers insight as to why Attention To Details felt change was needed within the trainings. "In our early days of training, some of these groups we were teaching were rather large and one point continued to stand out, large group teachings only offer very basic skills and exposure, we aim to teach, instruct and provide solutions the student can take with them and apply within their own business. When you train or mentor you need to look at the entire picture for the student and not just offer training in a box that is so widely advertised today. When you are a business owner running a detail business, nothing that happens is in a box so our training is very non typical".

Payne adds, "Our organization commonly instructs and consults with those that are not yet sure if they are entering the industry...training is a way in which they plan on gauging their abilities within the trenches of detailing before they invest capital. These students are looking to us to provide real world situations and provide heads up advice. For three days, our staff, including our founder are continually around the students for nine to eleven hours each day and that amount of time simply means far greater depth in educating the students".

The jump from a two-day event to a three-day event as our fundamental training is at the center of Attention To Details goal to provide a greater degree of skills. "Two days is simply not enough and the more successful we become the more our staff understands how important constructive exposure is to truly succeed within this industry", Payne points out.

Attention To Details small group trainings start with a sit down breakfast to get acquainted, this allows us to ascertain what each student brings to the table and what each student desires to take away from the trainings. This approach also allows for a very relaxed atmosphere, while the training is very to the point and direct, it allows instructor/students the ability to relax and enjoy the learning they are achieving.

Chanin states, "We are a successful business that wishes to assist others at reaching

their goals, adding value to our trainings by adding additional training time was a simple decision for our team". Chanin is quick to add in, "Our trainings simply can not be compared to those that are attended by the masses...how can one compare a training with four students to a training with 20, 30 or even 40 people? Our training is centered around those four students that are very serious about succeeding". "Just as before, all of our trainings include our students hotel and food during their stay with us", Chanin offers.

"We are currently updating our training page along with our events calendar to reflect these changes and will be releasing our training dates for the following year shortly", Payne concludes.

Attention To Details is continuing to offer private one-on-one training for those that desire to truly invest in their detailing future. To arrange training with Attention To Details simply contact our office.

For more information please contact Attention To Details at [training@detailingsuccess.com](mailto:training@detailingsuccess.com)