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**Attention to Details**

[Website](#)

Contact [Renny Doyle](#)

Telephone: 208.342.3799



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#### **Private auto detailing instruction courses**

December 26, 2006 Boise Idaho – Attention To Details recently announced the expansion of their Private Detailing instruction and Professional Detail Coaching Courses. Effective in January 2007, all trainings and coaching offered by Attention To Details will be private, one-on-one based that will be instructed by the founder of Attention To Details Renny Doyle.

Attention To Details has long felt that when it comes to learning the skills of detailing there are far greater challenges than simply learning to use the equipment and products common within our industry. “Knowing how to detail is instrumental and being a talented detailer will be at the center of any detailing business but understanding the business and knowing how to succeed financially is far more challenging” stated Renny Doyle, the founder of Attention To Details. Over the course of the past three years Attention To Details has offered several automotive, aircraft, motorcycle RV and boat detailing training options, including affordable group trainings. “The problem with group trainings was simple, the student is allowed such minimal time at real hands-on instruction that the training offered little real skill building”, explained Doyle.

Management of Attention To Details has been tracking training results this past year and the success rates of those attending private one-on-one instruction were substantially higher than of those who attended trainings with multiple students. “Our tracking provided the answers for us when it came to our decision on going 100% private instruction, while any rational person can see where a class of five, ten or maybe even twenty students could not possibly offer the same level of success, we really wanted to see what the true numbers reflected and the failure rates of those attending mass trainings were not very promising”, Renny said and added. “I am excited to transition to 100% private instruction as this allows me the time it takes to work with students on real skills that will separate them from their competition when they return home”.

“When someone chooses to invest by attending one of our instruction and detail coaching courses, I

have a minimum of three-days to assist them at developing the systems, detailing skills and business knowledge and outlook that provides the student the tools to be not only a talented detailer but a competitive and respected business person and I feel good about that", said Renny, "I feel this is an option for people that offers far greater value and chance of true success for those that desire to learn and earn at higher levels within the industry".

Upon completion of training, each student is awarded a training certificate highlighting the level of training they have successfully completed.

Renny also adds, "There is nothing worse then facing the challenges of both detailing and business and having no where to turn for answers and many times even after years have lapsed, I remain in contact with those I have trained; having somewhere to turn when you have questions is just a part of the one-on-one training I offer".

To learn more about the personal instruction and coaching Renny offers, contact Renny or his staff at (800) 871-4781 or at [training@detailingsuccess.com](mailto:training@detailingsuccess.com) . You may also visit the Attention To Details web site for a complete outline of the training opportunities [www.detailingsuccess.com](http://www.detailingsuccess.com)