

TO: ALL CURRENT AND FUTURE TAXI DRIVERS IN HAMILTON  
FROM: JOHN WILLIAMS, PRESIDENT OF BUSINESS SKILLS COLLEGE  
DATE: MAY 31, 2008  
SUBJECT: SKILLS AND SERVICE TRAINING BEGINS JUNE 15, 2008

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We would like to introduce you to Business Skills College where the skills and service training for new and current taxi drivers will be presented.

We are very excited about delivering this material to you and we have prepared it from the perspective of the entrepreneurial driver who wants to learn ways to satisfy more customers and make more money on every shift.

The taxi industry is truly a unique business that allows for great freedom while rewarding those drivers that go the extra distance and develop their own market niche and following.

Current drivers will be taking one module every year starting with Service Excellence and Tourism in 2008/2009. There will be a minimum of three classes each month with two on a weekend and one through the week. The cost for current drivers will be \$125.00 for the 8 hour class.

Every driver who successfully completes the course and examination will be presented with a certificate that they can present to the City for their license renewal.

All participants will be required to pass an English language test or present their OSSD prior to enrollment (\$20.00) and will need their driver's license abstract and criminal clearance certificate prior to license renewal. Testing will be available Mondays, Tuesdays and Thursday afternoons at 2 p.m. and Wednesday evenings at 7:30 p.m.

These courses are designed to provide effective and practical skills and to raise the level of professionalism in the industry.

For the new driver to the industry the skills learned will reduce the learning curve and get the driver off to a great start as a Customer advocate. For current drivers this course will provide in an interactive environment some skills and techniques to improve overall revenues.

The training for new drivers covers the three modules Service Excellence, Taxi Operations & By-Law and Customers with Special Needs, Safety and Security and is provided every month on the first full week of the month. It is four days of training from 9:00-4:15 each day and there is a cost of \$350.00.

Service Excellence and Tourism starts off with a review of Communication as the fundamental building block of effective customer service and rapport. Effective listening, body language, verbal and vocal influences and distractions are all discussed as barriers to effective communication. Wowing the customer leads to an improved customer experience, customer loyalty and better revenues and tips. Tourism in any city is a vital part of the economic mix and a favourable impression of guests will lead to greater economic growth. It is everyone's responsibility within a city's Tourism infrastructure to take an active role in the promotion of the city, its features and attractions and make them feel welcome and secure.

Taxi operations and By-Laws covers the fundamentals of operating a taxi in the city Hamilton, including equipment, service, cash handling, general policies and procedures and techniques to operate effectively and profitably. The motivated driver anticipates his/her next fare by being in the best zone or area where the next fare is likely to be. Being prepared with the right 'toolkit' of services will make you available to more Customers and increase your revenue potential. The By-laws pertaining to Taxi operations will be discussed and presented in a variety of formats. There are numerous by-laws that taxi drivers must know and practice every day.

Customers with special needs will examine the 1 in 6 Canadians who have some sort of disability and the even greater share of the taxi industry customer base. Knowing the types of disabilities and the laws related to accommodating customers with special needs is discussed as are the techniques to delivering excellent service to all customers regardless of their abilities will be examined. Defensive driving, safety and security of passengers and the driver will be presented in this module with a goal to preventing accidents and down time to increase revenues.

Business Skills College is conveniently located on Upper James just north of Hester St. in the plaza shared with National Bank and H & R Block.

For more information please call 905-387-8787

or

e-mail us at [taxi@business-skills.com](mailto:taxi@business-skills.com)

Our web site is [www.business-skills.com](http://www.business-skills.com) and [www.taxitraining.ca](http://www.taxitraining.ca)