



DEALER INSTITUTE

# MASTERING WHOLEGOODS MANAGEMENT

DEVELOPING PEOPLE TO GROW YOUR BUSINESS

## What We Offer

Transform your dealership's approach to wholegoods management with our comprehensive training, designed specifically for ag equipment dealers. This course is more than just a guide—it's your roadmap to mastering the strategies, metrics, and techniques that drive profitability and streamline operations.

Packed with actionable insights, real-world examples, and interactive tools, this course covers everything from inventory management and equipment turnover to sales team engagement and aligning dealership goals.

Equip your team with the knowledge to tackle industry challenges, boost equipment turnover, and make data-driven decisions that impact your bottom line.

## Course Objectives

**By the end of this course, participants will:**

1. Understand the principles of managing sales and inventory effectively.
2. Learn to analyze key wholegoods metrics and their impact on business performance.
3. Execute strategies for improving equipment turnover and managing aged inventory.
4. Align your sales team actions with broader dealership goals.
5. Recognize the importance of balancing financial metrics with broader operational factors.

## Course Outline

### Introduction to Wholegoods Management

- Overview of wholegoods and their role in the agricultural industry.
- The cyclic nature of the equipment industry.
- Key challenges faced by wholegoods managers.
- The evolving role of manufacturers in inventory management.

### Core Principles of Successful Wholegoods Management

- Staying adaptable: The need for change and continuous improvement.
- How to implement new ideas effectively (the "What, Why, and How" approach).
- Balancing financial metrics with operational strategies.
- Exploring the "Cash is King" philosophy.

### Key Metrics for Wholegoods Performance

- Monitoring wholegoods metrics: What to track and why it matters.
- Equipment turnover as the #1 metric.
- Differentiating gross margin targets for new vs. used equipment.
- The impact of auction sale losses and managing buying mistakes.
- Washout cycle times: What they are and how to monitor them.

### Inventory and Sales Management Strategies

- Managing sales and inventory effectively.
- Selling aged equipment and revisiting stagnant iron.
- Setting targets: New-to-used sales ratios and optimizing inventory levels.
- The role of auction sales in generating cash and mitigating losses.

### Sales Team Engagement and Customer Interaction

- Salesperson's role in wholegoods management: Actions on and off the job.
- The importance of understanding broader dealership issues to improve engagement.
- Building confidence in cold calls: Understanding customer apprehension.

### Aligning the Wholegoods Department with Dealership Goals

- The broader role of wholegoods managers in dealership success.
- Balancing short-term cash flow with long-term profitability.
- Cross-department collaboration to align goals and drive success.

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