DEALER INSTITUTE

AG DEALER MANAGEMENT

DEVELOPING PEOPLE TO

GROW YOUR BUSINESS

DEALER INSTITUTE

IMPROVED OPERATING EFFICIENCY AND SUPERVISOR EFFECTIVENESS INCREASES PROFITABILITY.

Managing a dealership is a combination of managing business expectations, achieving employees' peak performance and providing excellent customer service. Each day at the dealership is an opportunity to use technical and people skills to improve operating efficiencies and employee and customer satisfaction. You know this adds profits to your financial bottom line.

The Ag Dealer Management course provides the solutions to implement systems, processes and tools that will drive efficiency and give you the competitive edge in a demanding marketplace.

> This course provides practical insights and strategies tailored specifically to equipment dealerships. It's a valuable resource for understanding key metrics, improving team collaboration, and enhancing overall business performance.

Tom Healy

VP, Manufacturer Relations and Dealer Institute

AG DEALER MANAGEMENT

OVERVIEW

The Ag Dealer Management course provides leaders the training necessary to improve dealership efficiency, profitability and organizational proficiency. The inclusion of each department ensures the creation of a complete dealer management system. The curriculum is delivered over the course of 8 months via three phases. Each phase consists of two modules. Each module is 1.5 days sequentially delivered over three full days.

Recommended attendees are dealer principals, executive management, branch managers, controllers, HR managers, sales managers, service managers, parts managers, aftermarket managers and anyone looking toward key leadership positions.

DEALER INSTITUTE PROGRAMS ARE 100% DEALER FOCUSED, PROVIDING RELEVANT OPTIONS WITH A FOCUS ON AFFORDABLE, REAL-WORLD SOLUTIONS.

MODULE I

LEADERSHIP DEVELOPMENT

Effective Leadership	Employee Satisfaction
	Employee Production
	Customer Satisfaction
Dealership Culture	Catching a Vision
	Creating a Mission
	Defining Organizational Values
Workforce Motivators	Intrinsic vs. Extrinsic
	Developing a Plan that Works
	The 12 Team Max Leadership Principles
Leadership Responsibilities	Talent Development
	Effective Coaching
	Manager Mentoring
7-Step Change Process	Complete Personal Improvement Plan

MODULE II

FINANCIAL MANAGEMENT

Understanding Financials	Upgrade Employee Financial Statement Knowledge
	Know The Three Financials
	Understand How They Interrelate
Cash Flow vs Profit	Which Is More Important?
	How It Affects Behavior
	Cash Flow Impact of Equipment Trade-Ins
Expense Management	Industry Benchmarks & Ratios
	Zero Based Budgeting
	Gross Margin Benchmarks
Inventory Analysis	Turns vs Margins
	Inventory Risks & Rewards
	Inventory Benchmarks
	Proper Valuation and Write Downs

MODULE II CONTINUED

FINANCIAL MANAGEMENT

Absorption Analysis	Why it's Critical
	Required Levels
	Parts & Service Contribution Margins
Financial Analysis	Utilizing Ratios to Assess Performance
	Understanding Departmental Performance
	Using Analysis to Detect & Correct
	Using Ratios in Budgeting & Goal Setting
How Much Should a Dealership Make?	Cost of Doing Business Study Review
	Historical Returns
	Working Capital Requirements
	How Much Does It Need?
My Personal Experience	Learn From My Mistakes
	Lessons From An Interesting Business!

MODULE III

SERVICE MANAGEMENT

Long Term Profitability Growth	Technician Time Accountability
	Technician's Hours of Inventory
	Onetime Card System
	Identify & Eliminate Lost Hours
	Minimizing Non-Revenue Technician Hours
Maximizing Revenue Hours	Labor Budget Sales Goals
	Revenue Recovery
	Labor Budget "Follow Up" Process
	Labor Budget Workshop
Labor Rates	Labor Rate Analysis
	Retail Labor Rates
	Productivity
	Net Operating Income
	Wage Multiple Calculation
	Variable Retail Labor Rates

MODULE III CONTINUED

SERVICE MANAGEMENT

"Value–Added" Marketing Concept	Define "Value–Added" Marketing
	"Value–Added" Marketing Benefits
	"Value–Added" Examples
	4 Step Selling Service Process
Implementing Proper Technician Work Order Documentation Practices	Five-Key Work Order Documentation Mistakes
	Properly Documented Work Order Examples
	Minimizing Work Order Write-offs
Proactive WIP Management	Priority Work Order Schedule
	Daily Work Order Documentation Related to WIP
Installing a Systematic Parts Requisitioning Process	The Systematic Process
	Technician Responsibility
	Parts Department Responsibility
	Backorder Parts Communication/Notification

MODULE III CONTINUED

SERVICE MANAGEMENT

Financial Service Management	Key Service Performance Indicators · Managing the Service Department · Bottom Line Impact
	Labor Sales Mix · Industry Guidelines
	Key Service Management Processes · Increase Incremental Service Sales
	Service Income Statement
	Profit Values · A Tech · B Tech · C Tech

MODULE IV

PARTS MANAGEMENT

Gross Margin	Definition / Benchmarks
	Areas that Effect GM
	Ways to Improve GM
Net Income	Definition / Benchmarks
	Areas that Effect NI
	Ways to Improve
Parts Turnover	Definition / Benchmarks
	Areas that Effect NI
	Ways to Improve
Parts Controls	Fill Rates
	0 sales
	Stocking Levels
Other Performance Indicators	Parts to Labor Ratio
	Parts Sales per Employee
	Parts Contribution Margin
	Parts Absorption

MODULE IV CONTINUED

PARTS MANAGEMENT

Parts Marketing and Sales	Parts Marketing Plan and Calendar
	Developing an Effective Parts Marketing Campaign
	5 Areas to Grow Parts Sales
	Utilizing CRM to Proactively Drive Sales
	Counter Sales Technics
	Telephone Technics (Incoming and Outgoing)
Interdepartmental Cooperation	Parts Department as an Integral Part of the Aftermarket Team
	Developing "Value-Added" Programs to Support Service and Complete Goods
Parts Department Self-evaluation	Identifying Areas that Need Attention
	Goal Setting / Action Plans
	Accountability, Tracking and Scorecards

MODULE V
WHOLEGOODS MANAGEMENT

Leadership	Implementing Ideas
	Wholegoods Department Managers Defining Roles
	Engagement
Operations, Technical, Processes, Procedures	Negative Cashflow
	The Great Battle - Turns Versus Gross Margin
	Planning For Success
Wholegoods Financial Metrics And Advanced Inventory Measuring Metrics	The Key Metrics To Watch And What They Mean
	Reading Metrics Between The Lines
	How The Balance Sheet And Income Relate To Department Manager
	Measuring Turnover By Product Category

MODULE VI

DEALERSHIP BRAND MARKETING

Points of Difference	What Makes Your Dealership Different
	Proof Points That Matter Most to Your Customers
Employer Branding	How to Utilize Employer Branding to Retain Your Top Employee Talent
	How to Create an Emotional Connection Between Your Brand and Your Community
Develop a Fully Integrated High Impact Marketing Plan	Points of Difference, Branding and Unique Selling Proposition
	Marketing Strategies to Deliver on Your Marketing Objectives
What Happens Next?	Build Your Implementation Action Plan

HOW WILL YOU TRACK PROGRESSION OF PARTICIPANTS THROUGH THE COURSE?	With our Personal Improvement Plan, or "PIP", we ensure consistency for participants and their supervisors. The PIP is a living document that grows with each participant as they move through the course, creating and tracking a clear path to success.
WHAT IS PROVIDED?	Ag Dealer Management includes all six modules of training, materials, personal improvement plan, lunch and refreshments throughout each module.

DEALER INSTITUTE

TO LEARN MORE CALL

(800) 762-5616

AG DEALER MANAGEMENT

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NORTH AMERICAN
EQUIPMENT DEALERS ASSOCIATION

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