



# DEALER MANAGEMENT

## COURSE DESCRIPTION

The Dealer Management course provides dealership leaders the skill developmental training necessary to improve dealership efficiency, profitability, and organizational proficiency. This holistic approach involves each department creating a complete dealer management system. It is a curriculum-based learning path, delivered over 12 months via six, 2-day modules.

### MODULE 1: LEADER MANAGEMENT

#### **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 TeamMax Leadership Principles**

#### **7-Step Change Process**

- Complete Personal Improvement Plan

#### **Leadership Responsibilities**

- Talent development
- Effective Coaching
- Manager Mentoring

### MODULE 2: FINANCIAL MANAGEMENT

#### **Maximize Cash Flow & Profits**

#### **Identify Frozen vs. Working Capital**

#### **The Steps to Valuating Inventory Performance**

#### **Absorption & Its Effect**

#### **Analyzing Sales & Gross Profit**

#### **Controlling & Minimizing Expenses**

### MODULE 3: SERVICE MANAGEMENT

#### **Customer Satisfaction & Department Profitability**

- Tech Evaluation
- Pricing Strategies for Customers & Internal Work Orders
- Improving Gross Profit Opportunities
- Service Writer & Service Advisor Role Definition
- Business Management Software Optimization
- Grow the Service Business

### MODULE 4: PARTS MANAGEMENT

#### **Analyzing Inventory Performance Ratios**

#### **Aging Inventory Impact on the Dealership**

#### **Difference Between Gross & True Turns & Why It Matters**

#### **Stocking Inventory Fill Rates**

#### **Business Management Software Optimization**

#### **The Keys to Correctly Reconciling Inventory**

### MODULE 5: WHOLEGOOD MANAGEMENT

#### **Paper Flow**

#### **Selling Smarter**

#### **Controlling Used Inventory**

#### **Key Account Management**

- Shrinking Market
- Customer Retention
- Strategic Selections
- Customer Share vs. Market Share

#### **Dealer Profitability**

- Washout
- Negative Cash Flow
- Profit Margin vs. Net Profit

### MODULE 6: 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 & Your Community

#### **Develop a Fully Integrated High Impact Marketing Plan**

- Points of Difference, Branding, & Unique Selling Proposition
- Marketing Strategies to Deliver on your Marketing Objectives

#### **What Happens Next?**

- Build Your Implementation action plan

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# DEALER MANAGEMENT

## FAQS

### **What is the Dealer Management course?**

The Dealer Management course is a holistic training initiative designed to develop dealership executives and managers in to well-rounded organizational leaders.

### **Who should attend a Dealer Management course?**

Recommended attendees are Dealer Principals, Executive Management, Branch Managers, Controllers, HR Managers, Sales Managers, Service Managers, Parts Managers, Aftermarket Managers, additional personnel being groomed for key leadership positions.

### **How long is the Dealer Management Course?**

The Dealer Management course is six, two day modules. It will follow the same daily format of our other courses. Day one from 8 a.m. to 5 p.m. and day two from 8 a.m. to 12 p.m. Each module is held approximately 60 days apart.

### **What is the expected Result of the Dealer Management course?**

The expected result of the Dealer Management course is to develop leaders who manage the organization holistically, improving dealership efficiency, profitability and organizational proficiency. This is done by resolving interdepartmental conflict and creating a culture that promotes dealership continuity.

### **What will dealers use to track the progression of their participants through the course?**

We developed an accountability tool called PIP or Personal Improvement Plan, which will be used throughout each module of every course to ensure consistency for participants and their supervisors. The PIP is a living document which grows with each participant as they move through the course, creating a more clear path to success.

### **What is the price?**

Dealer Management consists of six, two day modules. The investment for a public offering of this course is \$5,200.00 USD / \$6,800.00 CAD per participant. This includes all twelve days training, materials, personal improvement plan, lunch and refreshments throughout each module.