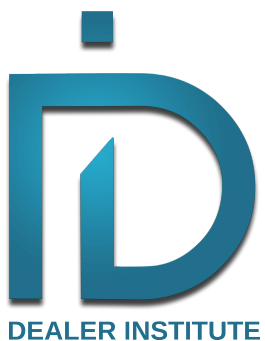


# AFTERMARKET MANAGEMENT COURSE



A division of the  
**North American Equipment Dealers Association**





# DEALER INSTITUTE STRIVES TO BE MORE THAN JUST A RESOURCE.

The Dealer Institute is your business development partner, helping dealers excel in an ever-changing business environment. In 2017, 33% of dealers reported that parts sales accounted for more than a 1/5 of total dealership revenues, up from just 23% of dealers in 2014. As parts and service departments grow, the Dealer Institute aims to provide focused solutions to help your business thrive.



**JOHN SCHMEISER,**  
NAEDA COO

*For over 125 years, dealers have trusted the Association to be the industry's advocate and provider of solutions. The Dealer Institute isn't just an expansion of current services, it's a comprehensive reorganization of the educational arm of the Association.*



## AFTERMARKET MANAGEMENT COURSE

### OVERVIEW

The Aftermarket Management course provides parts and service leaders the skills required to improve efficiency, growth and profitability within their departments. Leaders learn to work more effectively with their aftermarket partners and develop a plan to maximize overall aftermarket production. These skills are essential for success in today's business environment. The course is a curriculum-based learning path, delivered through three modules led by industry aftermarket experts. These experts all have extensive experience in the agricultural equipment industry, providing an unsurpassed depth of knowledge and a competitive edge to those taking the course.

**Recommended attendees** are aftermarket managers, parts managers, service managers and key personnel being groomed for aftermarket leadership. Dealer Principals often times participate.

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

## MODULE 1

# 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 2

**SERVICE MANAGEMENT**

Continued ►

**Long Term Profitability Growth**

Technician Time Accountability

Technician's Hours of Inventory

Onetime Card System

Identify &amp; 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 2 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

**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 3

# 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

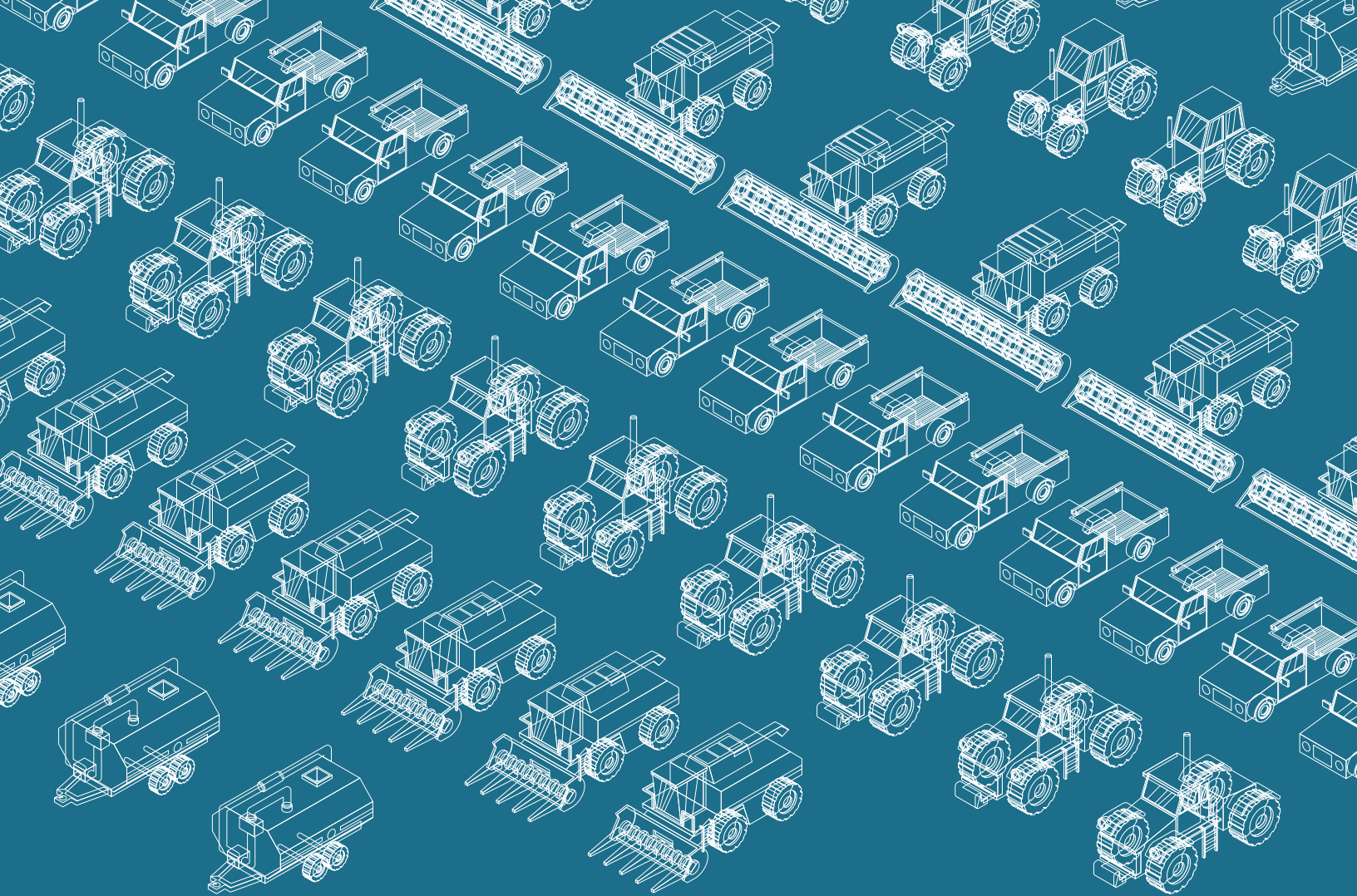
Parts Absorption



<b>Parts Marketing and Sales</b>	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)
<b>Interdepartmental Cooperation</b>	Parts Department as an Integral Part of the Aftermarket Team
	Developing "Value Added" Programs to Support Service and Complete Goods
<b>Parts Department Self-evaluation</b>	Identifying Areas that Need Attention
	Goal Setting / Action Plans
	Accountability, Tracking and Scorecards

## 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.



TO LEARN MORE CALL

**800-762-5616**

**AFTERMARKET MANAGEMENT COURSE**

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