

IRON MANAGEMENT COURSE



DEALER INSTITUTE

A division of the
North American Equipment Dealers Association





DEALER INSTITUTE IS DEDICATED TO HELPING DEALERS MANAGE THEIR LARGEST ASSET.

Inventories are a dealer's largest asset – and liability. Inventory management is challenging, but the right inventory is the first step to increased sales revenue. Management processes are vital to the success of dealer organizations. Dealer Institute provides you with management solutions and processes to manage both new and used inventory turnover while accelerating turnover.

“

For me, I have not been shared this amount of valuable information. It addresses the needs of our dealership and functions from a different perspective. It also gave me questions I need to be asking to improve my job performance and enhance how my department strengthens the company.

”

*Maranda Mettry
Livingston Machinery Equipment*

DEALERSHIP INVENTORY MANAGEMENT STRATEGIES DEVELOPED FOR YOU!

OVERVIEW

The Iron Management course provides a holistic, dealer-wide approach to inventory control. Through your organization's key leaders and staff, you can increase profitability and improve cash flow. Material is delivered in two separate modules, each providing two days of training. We recommend a minimum of 30 days and a maximum of 60 days between modules to allow participants time to apply learned practices before beginning the second module.

Recommended attendees are branch managers, sales managers, controllers, aftermarket managers, sales people and senior management.

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

MODULE 1

CHANGING USED IRON CULTURE

Used Iron Forecasting	Changing a Concept
	Setting Proper Goals
	Understanding Trade Cycles
KPIs and Cash Flow Metrics	Dashboards and Report Cards
	Negative Cash Flow
	The Great Battle
Management's Role in Asset Management	Role Definition
	GIG ICE
	The 4 M's

MODULE 2

BUYING, MANAGING & MARKETING USED IRON

Buying Used Right	Appraisal
	Evaluation
Alternate Marketing Strategies	Conventional
	Unconventional
Used Iron Recovery	Band-Aids
	Actions to Move
	Mistaking Mistakes for Failure
Behaviors and Tools That Drive Success	Honesty Meetings
	Key Account Management
	Creative Selling
Short-line Management	Terms
	Aftermarket
	Three Year Rule

IRON MANAGEMENT FAQS

WHAT IS THE IRON MANAGEMENT COURSE?

The Iron Management course is a holistic strategic approach to inventory management with a heavy emphasis on used equipment.

WHAT DOES “HOLISTICALLY MANAGE” USED EQUIPMENT MEAN?

Holistically managing used equipment means each department is actively involved in used equipment control.

WHO SHOULD ATTEND AN IRON MANAGEMENT COURSE?

Recommended attendees are dealer principals, general managers, branch managers, sales managers, controllers, sales personnel and other key dealership leaders. While any of these roles in the dealership may attend, we know that it is unlikely that every role will do so. Pairing all personnel who “touch” the wholegoods transaction in this learning track will allow them to work together and have a higher chance of developing executable solutions once returning to their dealership.

HOW LONG IS THE IRON MANAGEMENT COURSE?

The Iron Management course is two 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 noon.

WHAT IS THE EXPECTED RESULT OF THE IRON MANAGEMENT COURSE?

The expected result of the Iron Management course is to help dealers more effectively manage used equipment. Its purpose is to help dealers change the way dealerships buy, manage and market their used equipment.

HOW WILL DEALERS TRACK THE PROGRESSION OF THEIR PARTICIPANTS THROUGH THE COURSE?

We developed an accountability tool called a “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 that grows with each participant as they move through the course, creating a clear path to success.

WHAT IS THE PRICE?

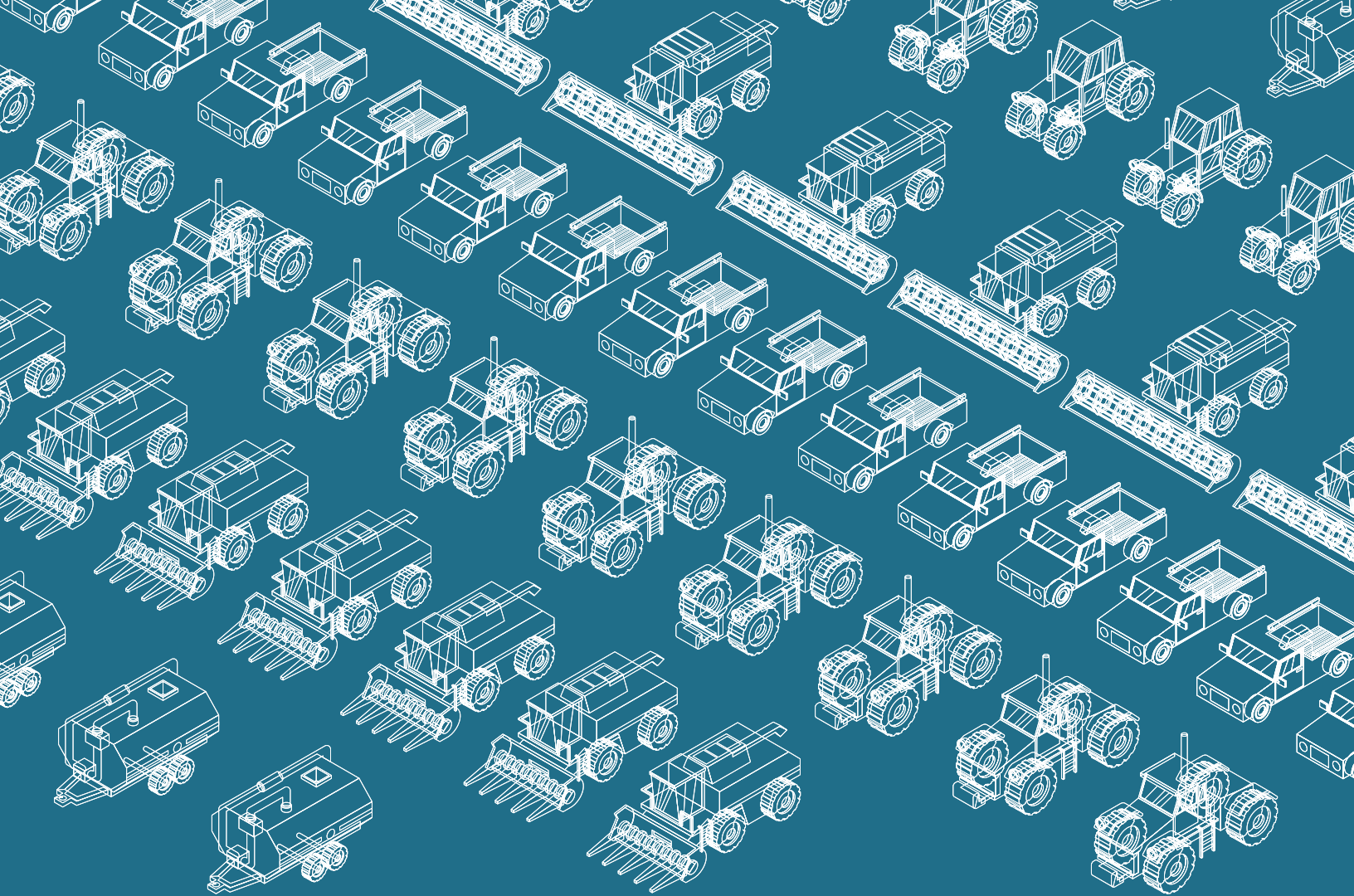
Iron Management consists of two two-day modules. The investment for a public offering of this course is \$1,875.00 USD / \$2,495.00 CAD per participant. This includes all four days of training, materials, personal improvement plan, lunch and refreshments throughout each module.

UPCOMING COURSE MODULES

MODULE 1: Changing Used Iron Culture

MODULE 2: Buying, Managing & Marketing Used Iron

Visit our website for more information



TO LEARN MORE, CALL

800-762-5616

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