

Overview of a Successful Dealer

Module 1– The Changing Market

- Evolution of the market
- Change management
- Strategy change

Module 2 – Creating a Business Model

- Mission
- Strategy
- Financial design
- Critical variables
- Individual success factors

Module 3 – Critical Variables by Department

- Sales/Wholegoods
- Service
- Parts
- Rental
- G & A

Care & Feeding of Sales People

Module 1 – Today's Sales People

- Market share or profit: How to settle the dilemma
- The changing market and new customers
- Integrating sales mission and strategies
- Critical variables for sales departments and staff

Module 2 – Identify the Installed Base, Account Control

- Building blocks of marketing and sales
- Design and use of customer satisfaction surveys
- Account priorities
- Segmentation and time management

Module 3 – Characteristics of Successful Sales People

- Selling techniques and selling cycles
- The sale from start to finish
- Closing the sale
- Complete sale professional

Profitable Design of a Service Department

Module 1 – The Changing Market

- Why customers pay more for service
- The shift in profit centers

Module 2 – The New Service Model

- Profitability
- Charging for your value
- Department critical variables
- Staffing to a model

Module 3 – Productivity

- Tracking time
- Application rates
- Efficiency of your people
- Working on a billing multiple

Put a Charge in Your Parts Department

Module 1 – The Basics of the Department

- Critical variables
- Parts department absorption
- How much is excess inventory costing?

Module 2 – Parts Marketing & Sales

- Targeting the customers
- Value of outbound sales
- Determining customers' needs
- Increase parts sales & profitability

Module 3 – Parts Assets & Fill Rates

- Improve asset turnover
- The ordering process & fill rates
- Using scripts to create satisfaction

Dealership Account Management

Module 1 – The Changing Market

- The installed base value
- Calculating consumption
- Prioritizing accounts

Module 2 – Why Change Your Sales Approach

- Results based selling
- Time management
- Customer satisfaction & relationships

Module 3 – Steps in Assigning Accounts

- Determining your strongest impact
- Selling your sales people
- Measuring success

Creating an Environment of Employee Performance

Module 1 – Employee Expectations

- Creating company culture
- Defining employee satisfaction
- Aligning expectations with vision

Module 2 – Synchronizing Expectations to Goals

- Mission and strategy
- Critical variables & financial performance
- Individual success factors

Module 3 – Employee Scoreboards

- Establishing expectations
- Designing and implementing individual scoreboards
- Creating successful change

Running Rental Successfully

Module 1 – The Model & Critical Variables

- Benchmarks of success at the macro and operational levels

Module 2 – Monitoring Assets & Getting Performance

- What happens if you collect less revenue than established benchmarks?

Module 3 – Marketing Rental

- Evolution of the market
- Strategy changes
- Integration with other departments
- Developing customer solutions

Registration Form

Name _____

Company _____

Address _____

City, State Zip _____

Phone _____

E-Mail _____

Fee: \$249 ea., \$199 ea. when 3 or more are purchased

Overview of a Successful Dealer _____

Care & Feeding of Sales People _____

Profitable Design of a Service Dept _____

Put a Charge in Your Parts Dept _____

Dealership Account Management _____

Creating an Environment of Performance _____

Running Rental Successfully _____

Total Due _____

MasterCard VISA AMEX Check

Card Number _____

Name _____ Exp Date _____



Send Registration Form To:

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