



DEALER INSTITUTE

AFTERMARKET MANAGEMENT

DEVELOPING PEOPLE TO

GROW YOUR BUSINESS



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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.



For over 130 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.



John Schmeiser
NAEDA COO

AFTERMARKET MANAGEMENT

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 & 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

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

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.



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TO LEARN MORE CALL

(800) 762-5616

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