



DEALER INSTITUTE

IRON MANAGEMENT

DEVELOPING PEOPLE TO

GROW YOUR BUSINESS



DEALER INSTITUTE

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
Parallel Ag

IRON MANAGEMENT

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.

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.

WRAP YOUR ARMS AROUND MANAGING IRON

Used Iron Forecasting	Changing a Concept
	Setting Proper Goals
	Understanding Trade Cycles
KPIs and Cash Flow Metrics	Dashboards and Report Cards, Advanced Inventory Ratios
	Negative Cash Flow
	Turns Verse Gross Margin
Management's Role in Asset Management	Where Is Our Focus
	Being Ahead of Market Corrections
	What Is A Manager Accountable For

BUYING, MANAGING & MARKETING USED IRON

Buying Used Right	<p>Appraisal</p> <p>Evaluations</p>
Alternate Marketing Strategies	<p>Conventional + Unconventional</p> <p>Wholegoods Managers Steps To Move Iron</p>
Used Iron Recovery	<p>Band-Aids</p> <p>Marketing Strategies</p> <p>OK, We Made A Mistake</p>
Behaviors and Tools That Drive Success	<p>Honesty Meetings</p> <p>Key Account Management</p> <p>Creative Selling</p>
Short-line Management	<p>Why Do We Carry This Lines</p> <p>Assessing A Shortline</p> <p>Three Year Rule</p>

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 a three day course from 8 a.m. to 5 p.m. each day.

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.

Visit Our Website To Register

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TO LEARN MORE CALL

(800) 762-5616

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