



ase
automotive
academy

leaders in global automotive retail excellence

● Overview: Dealer Manager Programme

- Leaders in Global Automotive Retail Excellence

Introduction

The ASE Automotive Academy gives you access to ASE's 40 years' experience of helping automotive dealers to increase their profitability.

Our video-based learning allows you to gain expert advice from ASE's automotive industry experts. They will help you to improve your retail business knowledge and take immediate action to improve performance and maximise the profitability of your Dealership.

This Curriculum Overview provides you with detailed programme information, the learner journey and most importantly the outcomes of participating in the Dealer Manager programme.



● Why Choose ASE Automotive Academy?

Here are 3 reasons to sign up to The ASE Automotive Academy:

Learn On Demand



Our video-based, self directed learning programme allows you to access learning on demand at any time. Videos range from 10-30 minutes and include a short test to check your knowledge. In addition, you can download documents and resources to support your ongoing learning, and you can revisit the videos at any time giving you a flexible and personalised learning experience.

Learn From Automotive Experts



Learn from ASE experts anytime to help you to improve your retail business knowledge and increase profitability. We work closely with the Learning & Development teams of all the major brands and constantly review and update course materials to ensure they remain relevant and effective.

Turn Knowledge Into Action



Put your learning into action immediately with the help of your personal workbook. There is space to write down your notes from each lesson and most importantly write down your actions for improvement. At the end of each module we encourage you to reflect and plan which you can also share with your manager and your team.

● Why Choose ASE Automotive Academy?

Here are 3 more reasons to sign up to The ASE Automotive Academy:

Assess Your Training Needs



The supplementary Financial Training Needs Assessment can be used to help you identify your financial retail business knowledge development areas. It indicates where to focus your training and helps you to build an action plan.

Get Quick Tips



The supplementary 'Quick Tips' are a series of short videos that provide you with quick and powerful insights. Topics include Business Planning, New Vehicles, Pre-Owned, Aftersales and Everyday Operations.

Be Certified



When you pass and complete your programme you will receive an ASE Automotive Academy certificate to demonstrate your success and commitment to your personal development.

● Dealer Manager Programme

Introduction

This programme has been created to specifically help Automotive Dealer Managers to improve the overall performance of your Dealership through a series of on-demand videos and resources.

Focussing on all departments, ASE industry experts will support you to improve your retail business knowledge and develop your understanding and application of Dealer operations to maximise profitability.

What's In It For You?

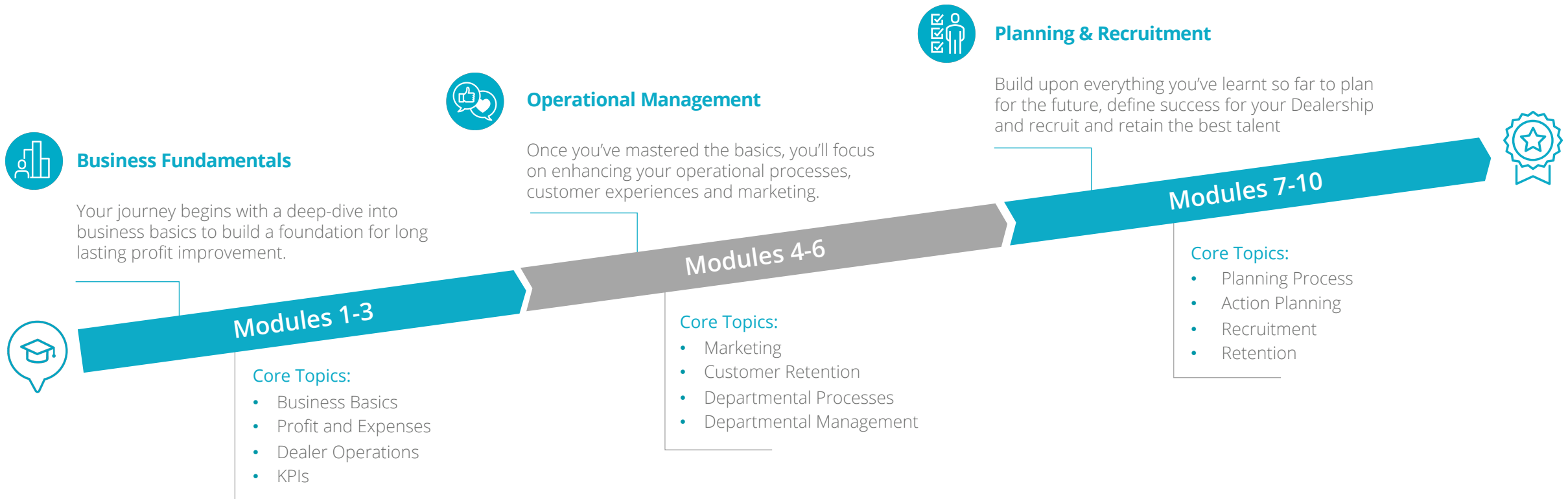
This programme will help you to:

- Achieve long lasting profit improvement.
- Regularly review and improve your financial KPIs.
- Build strong relationships across all departments to improve performance.
- Manage your business more effectively and efficiently.
- Create and deliver sustainable business plans.
- Increase customer satisfaction throughout the sales and aftersales processes.
- Improve your expenses understanding and management.
- Increase their marketing ROI and customer retention.
- Recruit and retain a high performing team.



● Your Journey To Excellence

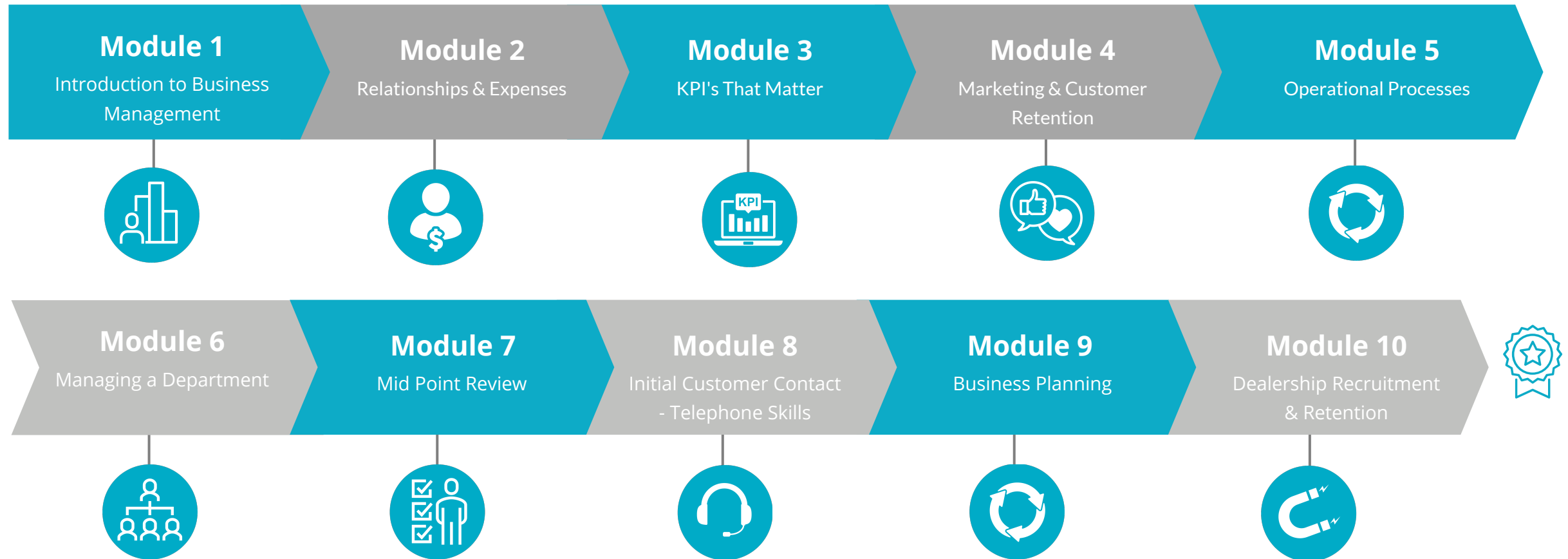
This is your journey to Automotive Retail Excellence. Each stage builds upon the knowledge you learn and action you take through your journey.



Supported by regular Knowledge Tests, Action Planning and Quick Tips

● Programme Learner Journey

This is a summary of the programme learner journey which outlines the topics that are explored in the 10 modules. The following pages provide you with contents and an overview of what you will learn.



● Programme Learner Journey



Module 1

Introduction to Business Management

This module will help you to be more profitable from an operational aspect to improve growth and increase profit.

You will learn the business basics and the best ways to achieve long lasting profit improvement. You will also deep-dive into the Balance Sheet, Income Statement, Gross Profit Analysis and Expenses.

This module contains 10 video lessons with quizzes covering:

- Business Basics
- Understanding Profit
- Understanding the Balance Sheet
- Understanding the Income Statement
- Gross Profit Analysis
- Understanding Expenses
- Knowledge checks and resources

Time: : 1h 30m



Module 2

Relationships & Expenses

This module will help you to understand Dealership operations and how departments interact.

You will deep-dive further into expenses, how they effect each department, which ones to monitor and how to boost Dealership profitability.

This module contains 10 video lessons with quizzes covering:

- Relationships & Loyalty
- Expenses in Detail
- Selling Expenses in Detail
- Employment Expenses in Detail
- Semi-Fixed Expenses in Detail
- Fixed Expenses in Detail

Time: : 1h 30m



Module 3

KPI's That Matter

This module will help you to examine the KPIs that you need to focus on in order to improve performance and maximise profitability across your Dealership.

You will then deep-dive into each KPI for the new and used vehicle department, service department and parts department to help your retailers to build one profitable organisation.

This module contains 9 video lessons with quizzes covering:

- Health Check KPIs
- Financial & Balance Sheet Must Know KPIs
- New & Pre-Owned Must Know KPIs
- Service Must Know KPIs
- Parts Must Know KPIs

Time: : 2 hours

● The Learner Journey



Module 4

Marketing & Customer Retention

This module will help you to review the basics of marketing and marketing techniques. It explores marketing theories, the importance of customer satisfaction, retention and the life value of a customer.

You will also look at the contact plan and how to set marketing targets.

This module contains 8 video lessons with quizzes covering:

- What is Marketing?
- Importance of Customer Retention
- Life Value of a Customer
- Customer Contact Plan
- How Much Marketing?

Time: : 1h 30m



Module 5

Operational Processes

This module will help you to enhance your customer experiences and sales processes. It explains the importance of operational processes and the benefits to everyone in a Dealership.

It deep-dives into all aspects of both the sales and aftersales processes from customer qualification through to job allocation. It also includes the importance of manager meetings to ensure teams are maximising every opportunity to do business and drive customer retention.

This module contains 10 video lessons with quizzes covering:

- Sales Process
- Aftersales Process
- Manager Meetings

Time: : 2 hours



Module 6

Managing a Department

This module will help you to examine health check KPIs and the data you need to identify and review in order to manage your Dealership performance and profits.

You will deep-dive into managing a department, daily activities and goal setting along with manager must do's and practical advice on how to improve performance.

This module contains 10 video lessons with quizzes covering:

- Managing the Health Check KPIs
- Daily Operational Controls
- Sales Goal Setting

Time: : 2h 30m

● The Learner Journey



Module 7

Mid Point Review

In this module you will review and re-examine the core learning from the previous modules including Business Basics, Health Check KPI's, Marketing, Processes and Daily Operations to provide you with the opportunity to refresh and reflect on your learning and make new actions for improvement.

This module contains 8 video lessons with quizzes covering:

- Business Basic Recap
- Health Check KPI Recap
- Marketing Introduction Recap
- Sales Processes Recap
- Daily Operational Controls Recap

Time: : 1h 40m



Module 8

Initial Customer Contact -
Telephone Skills

This back-to-basics module will help you to understand the power of the telephone across all departments.

It includes best practice and key facts for receptionists, the new and used vehicle department, the service department and parts department.

This module contains 9 video lessons with quizzes covering:

- Reception Phone Skills
- New Vehicle Sales Phone Skills
- Pre-Owned Vehicle Sales Phone Skills
- Service Advisor Phone Skills
- Parts Advisor Phone Skills

Time: : 1h 30m



Module 9

Business Planning

This module will help you with the business planning process. You will explore how to implement the process into a Dealership, how to define success with the team, how to set out the plan for your Dealership and mistakes to avoid. You will deep-dive into each step of the planning process including homework, team discussion, gaining agreement, action planning and follow-up to deliver a great business plan that gets results.

This module contains 10 video lessons with quizzes covering:

- Business Planning Process
- Business Planning Homework
- Business Planning Team Discussion
- Business Planning Agreement
- Business Planning Action Planning
- Business Planning Follow-Up

Time: : 1h 30m

● The Learner Journey



Module 10

Dealership Recruitment
& Retention

This module will help you with recruitment and retention for profitability. You will explore how turnover effects a Dealership, calculating the cost of staff turnover and how to identify and recruit the best talent. You will then deep-dive into interview tips and best practice for all departments and then explore the key to employee retention.

This module contains 8 video lessons with quizzes covering:

- Cost of Turnover
- Recruitment
- Millennials
- Interviews
- Manager, Sales, Service, Technician and Parts Advisor Interview Questions
- Keys to Employee Retention

Time: : 2h 40m



Reflection & Action Planning

Plan for the Future

Throughout the programme you will use your workbook and action planner to make a note of your actions for improvement.

When you have completed the programme, you will take some time to revisit your notes and summarise your most significant learning and its impact to your business.

You will also be encouraged to consider any remaining gaps in your experience or knowledge and identify personal development objectives to discuss with your manager and regularly follow-up on your actions for improvement.

This approach will allow you to keep using the knowledge and tools that you have learnt to keep improving the profitability of Dealership.



Certification

Receive your ASE Certificate

When you have completed all elements of your programme you will receive your personalised certificate of achievement which recognises the work, time and effort you have dedicated to completing the programme.

We recommend that you share your success and commitment to your personal development with your team, colleagues and professional network.



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Go ahead take action now!

If you would like to join our experts and
help your dealers
to increase their profitability, please visit:
www.ase-automotiveacademy.com

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If you have any questions,
require further information
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