



ase  
automotive  
academy

leaders in global automotive retail excellence

# ● Overview: Manufacturer Field Manager Programme

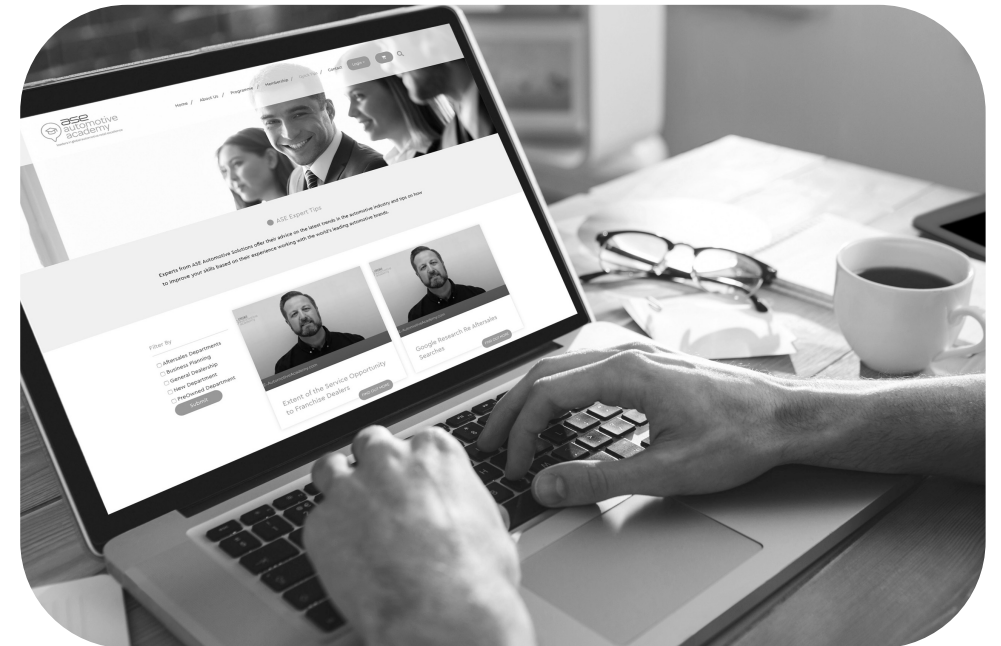
- Leaders in Global Automotive Retail Excellence

## 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 Dealerships.

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



# ● Manufacturer Field Manager Programme

## Introduction

The Manufacturer Field Manager Programme has been created specifically for Automotive Field Managers to help you support the success and profitability of your Dealer network.

Through a series of videos and resource documents, you will develop your understanding and application of Dealer operations to help you improve your retail business knowledge.

This training is presented from a dealer perspective and examines how all Dealership departments should operate on a daily basis in order to improve performance and maximise profitability.

## What's In It For You?

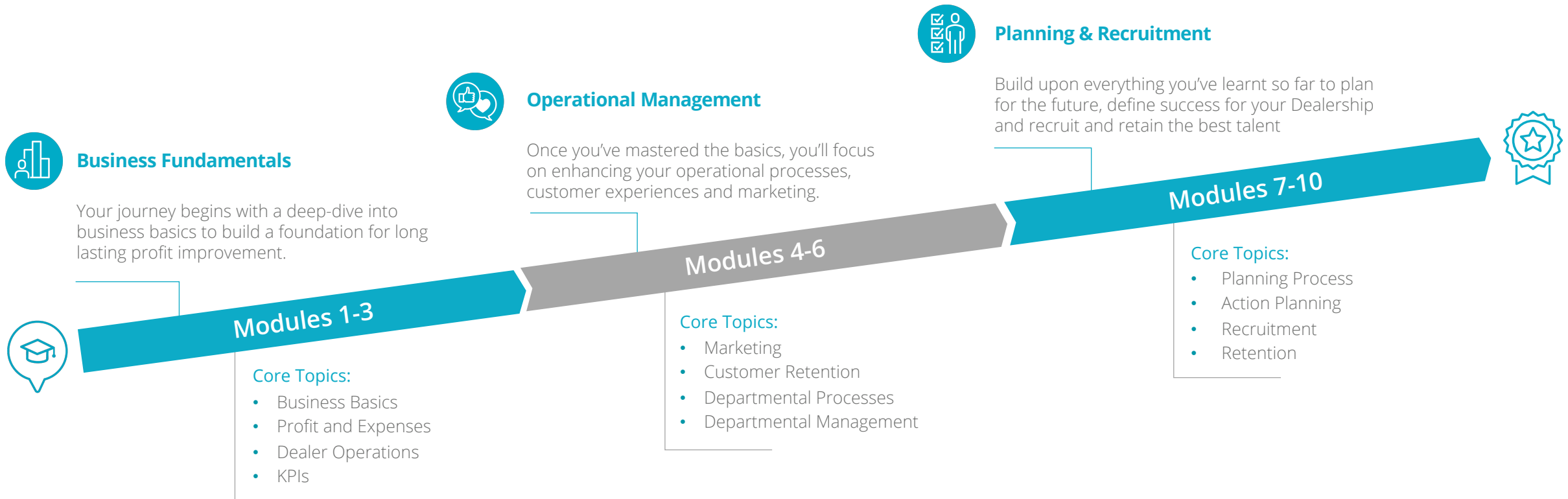
This programme will help you to support your dealers to:

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



# ● Your Journey To Excellence

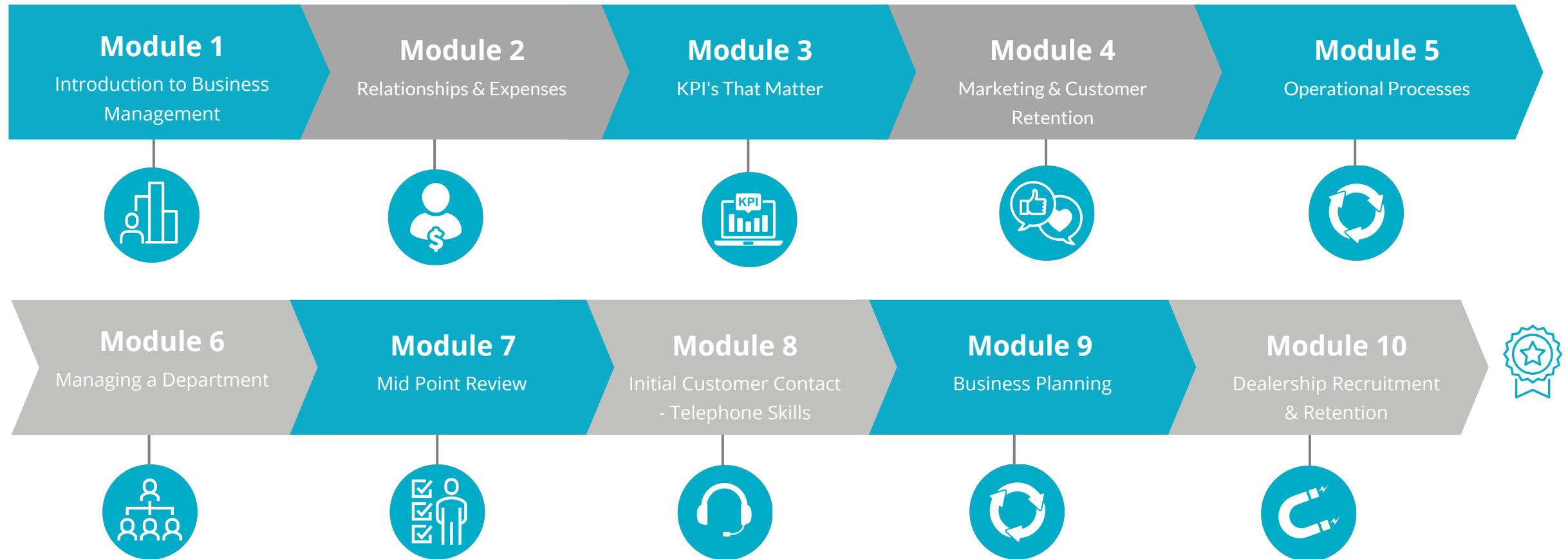
This is your journey to Automotive Retail Excellence. Each stage builds upon the knowledge you learn and action you take through your journey.



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 support your Dealers 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 support you Dealers 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 support your Dealers to examine the KPIs that they need to focus on in order to improve performance and maximise profitability across their 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 support your dealers 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 supporting your Dealers 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 support your Dealers to enhance their customer experience and sales process. 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 support your dealers to examine health check KPIs and the data they need to identify and review in order to manage their 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

In this back-to-basics module, you will help to support your dealers 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 to support your dealers 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 their 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 to support your dealers with recruitment and retention for profitability. You will explore how turnover affects 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 you and your Dealers.

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 your Dealers.



## 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](http://www.ase-automotiveacademy.com)

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If you have any questions,  
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