



BOOT CAMP DEALER STORE MANAGER

BOOST YOUR KNOWLEDGE AND SKILLS. IMPACT YOUR BOTTOM LINE.

COURSE CONTENT

- Analyzing your finances
- Managing outlet interactions with customers
- Accelerating growth
- B2B selling
- Building car count

- A four-day course focusing on increasing revenues
- Each participant builds a business plan to take back to the business and implement immediately
- Geared mainly *toward newer Dealer Store Managers*

This course is designed to help new managers learn how to manage their business by managing growth, efficiency, processes and people. It provides foundational skills that help them see the “big picture” of the operation and manage improvement in each area.

The business plan will include plans for growth and process changes that can increase efficiency and improve employee management. Exercises and filmed simulations are included so attendees can see for themselves where improvements are needed. They will also learn how to improve cost control and business finances.

ENROLL TODAY!

To enroll or request a Boot Camp in your area, visit thegoodyearlearningcenter.com or email us at glc@goodyear.com.

BOOT CAMP DEALER STORE MANAGER

TOPIC	OBJECTIVES
<i>Introduction/Goals</i>	<ul style="list-style-type: none"> Identify the goals of the course
<i>Impacting Your Bottom Line</i>	<ul style="list-style-type: none"> Understand your financial documents and make improvements where necessary
<i>Improving Customer Experience</i>	<ul style="list-style-type: none"> Establish basic process and identify steps to provide customers with the best experience possible
<i>Growing the Numbers</i>	<ul style="list-style-type: none"> Recognize the daily opportunities that impact the P & L
<i>Calling on B2B Customers</i>	<ul style="list-style-type: none"> Learn the necessary steps to prepare to meet a business owner who represents a growth opportunity for your business through filmed sample calls
<i>Building Car Count</i>	<ul style="list-style-type: none"> Recognize how to maximize every vehicle and view it as an opportunity and long-term growth initiative
<i>Business Plan Preparation</i>	<ul style="list-style-type: none"> Learn how to create a business plan to improve processes in your business
<i>Improving Efficiency in Your Operations</i>	<ul style="list-style-type: none"> Identify areas to improve efficiency within your business to include in your business plan
<i>Controlling Inventory</i>	<ul style="list-style-type: none"> Understand inventory and how it can be an asset or liability, set levels, and monitor inventory
<i>Finding the Right People</i>	<ul style="list-style-type: none"> Determine how to improve the effectiveness of the operation by improving hiring practices through filming of a hiring interview
<i>Leading Associates Day to Day</i>	<ul style="list-style-type: none"> Understand the importance of day-to-day coaching and your role as a leader
<i>Leading Associates at a Formal Level</i>	<ul style="list-style-type: none"> Learn how to chart new directions and get people to work along with you to accomplish new goals by managing for change
<i>Business Plan Presentation</i>	<ul style="list-style-type: none"> Present your business plan and develop the ideas you will implement when returning to your outlet