



Education ALERT



Workshop Location & Dates
Cerritos Sheraton Hotel
12725 Center Court Dr.
Cerritos, CA 90703
May 13-14, 2008

Tuesday: 8 am—5 pm
Wednesday: 8 am—5 pm

Cost
\$1000 per Dealership (limited to 3 attendees) OR
\$495 per person
\$2000 non-members

Includes: breakfast, lunch, workshop materials.

A Dealership Performance Improvement Program
An In-Depth Analysis of Dealership Operations and Performance Resulting in an Action Plan for Reaffirmation and Improvement
NADA states the average dealership sees an annual \$250k increase in profit

WORKSHOP OVERVIEW

This workshop will focus on actionable recommendations for improvements, covering all aspects of your dealership. This is a goal-oriented program, with the purpose of giving you the tools needed to produce results. Participants are expected to be willing and able to implement change within the dealership, upon completion of the workshop.

You will be using your numbers—your financial statement, your ROs, your parts stock order figures, your vehicle inventory, and your used-vehicle appraisals—to find your opportunities. And you'll walk away with a practical action plan for your dealership.

WHO SHOULD PARTICIPATE

Attendance will be restricted to the **Dealer Principal, General Manager and/or one other Manager** (two attendees from each dealership are recommended). The meeting will be limited to 40 participants on a first come, first served basis.

Day One—May 13th
Session I
Financial Management
Dealer & GM or Controller
8:00am to 10:00am

Topic: Financial Management

- Cash Flow
- Receivables
- Absorption-Breakeven
- The "Eight Critical Concerns"

Day One—May 13th
Session II
Fixed Operations
GM & Fixed Ops Mgr.
10:00am to 5:00pm

Morning Session: 10:00am to 1:00pm (includes working lunch)

- How to Retain Customers
- Building the Objective"

Afternoon Session 1:00pm –5:00pm

- Become more proficient
- Objective Review"

Day Two—May 14th
Session III
Variable Operations
GM & Sales Manager
8:00am to 5:00pm

Morning Session: 8:00am to 1:00pm (includes working lunch)

- "Review of the Elements"
- "Final Form"

Wrap-Up Review:

- "Structure for the Action Plan Process"

Each Participant MUST BRING To The Meeting:

- ✓ An open mind to fill and sense of humor to drain as needed
- ✓ Your most current financial statement
- ✓ Your most current 20 Group Composite
- ✓ 50 customer repair orders (customer pay not warranty) in sequence
- ✓ Average monthly stock order purchase (dollar amount) for parts
- ✓ Calculator (one for each participant)
- ✓ New Vehicle Inventory Schedule (showing days in stock)
- ✓ Used Vehicle Inventory Schedule (showing days in stock)
- ✓ 25 used vehicle appraisals (just grab 25, don't pick)
- ✓ Accounts rec'd schedule-parts/service/body (sort by age)
- ✓ Accounts rec'd schedule—Warranty (sort by age)
- ✓ Accounts rec'd schedule—Employee (sort by age)
- ✓ Parts Report—parts with no demand in previous 12 months
- ✓ Please bring a flash/jump drive in case you want your own blank copy of any exercise we use

Revised 2-Day Format

PLEASE REGISTER BY calling SMCDA 562 595-4326 or ddocton@smcda.org by May 1, 2008

1. Please include attendees ' names, title and email address and the dealership's contact information
2. Dealerships will be billed for class registration; a no-refund policy is in effect after May 1, 2008
3. Fill out registration on back and fax to:

SMCDA 562 595-4326 (don't delay, seats are limited!)
REGISTRATION FORM ON BACK



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NADA LIFE LINE TO PROFITS SEMINAR

MAY 13, & 14, 2008

REGISTRATION (Seating is limited to 40 seats)

DEALER PRINCIPALS/GENERAL MANAGERS/CONTROLLERS

✓ **YES SIGN US UP IMMEDIATELY—NON-REFUNDABLE AFTER May 1, 2008**

Revised 2-Day Format

DEALERSHIP NAME: _____

Attendees names: _____

Dealership Address: _____

Email address -(for all attendees): _____

Ph: _____ Fax: _____

Billing information:  

Please charge our card: \$ _____

Name on card _____

Card type Visa/MasterCard (no Amex) _____

Card# _____ Exp date: _____

Authorized signature: _____

Please print name: _____

Please invoice my dealership for this seminar: _____

Mailing address, and attention name: _____

FAX TO SMCDA at 562 988-1460