

“Dealership Management for Profit, Growth and Fun”



Office Dealer 3- Day Financial & Business Management Workshop

Includes Confidential Benchmark Analysis plus Software !!

- ✔ Exciting New Content & Programme ideal for the new, upcoming manager to the expert!
- ✔ Receive detailed Australian dealership Benchmarks – see how you compare to top-profit dealers in Sales, Service & IT. Learn the key indicators in each department and how to lift them.
- ✔ Take away the essentials of ‘good financial management’.
- ✔ Know the impact of changing margins on your business, the impact of Service productivity. How to identify when you are ‘over geared’ and how to calculate your cash-flow breakeven!!
- ✔ Save years of learning by trial and error with tools and proven techniques to help your business prosper!
- ✔ ***Over 300 dealers have attended this course.***

SYDNEY

Date: TBA

Fee: \$2,460*

*includes all tuition, complete manual, confidential dealership benchmark report, 3 sets of software tools plus teas and lunches.

“If anyone in this industry asks me what should they do to improve their business management skills, I tell them to first go to Geoff Perry’s workshop.”

**Shaun Minogue – Managing Director, BMS,
Wollongong.**



“Managing for Profit, Growth and Fun”

WORKSHOP PROGRAMME

Day One

- 9.00 am - 10.30 am 1 **Introductions. Do you “know” your Business?**
- Components of excellent dealership management.
 - Materials and agenda for the course
 - Basics of reading Financial reports
- 11.00 am – 12.30 pm 2 **Lift Your Profit & Cashflow!**
- Clearing the Accounting ‘Haze’. How to measure your business.
 - Identifying the 3 key reports for a business
 - Understanding how you can make a profit but have no cash !
- 1.30 am – 3.00 pm 3 **How to “Read” your Business. Using a Case-Study**
- Key performance indicators to diagnose your dealership.
 - Comparison to group and industry benchmarks
 - Results for High vs. Average dealerships.
 - Compare the cost of doing business.
 - Measure profit, cost control, staff productivity and return on funds.
 - How to calculate your break-even and safety margin.
- 3.30 pm – 5.00 pm 4 **Drilling down into Sales, Service, IT**
- Key indicators by Department
 - How to interpret the ratios and quantify targets
 - Summary of key ratios and approach to diagnosing the business
 - Key warning signs and what to do



TAKEAWAY PROFIT



Day Two

- 9.00 am – 10.30 pm 5 **How to Lift Your Dealership ‘Fitness’**
- Calculating gross profit and your cashflow breakeven.
 - Pricing and discounting. How to calculate shrinkage.
 - **New Software Tool-Box** for calculating Pricing, Discounting, Stock purchases, Cashflow-Breakeven and many more at the click of a button!
- 11.00 am – 12.30 pm 6 **Strategies to Boost Sales & Gross Profit**
- The Sales – Profit multiplier model.
 - How to improve your sales-mix and add-on selling.
 - Tools you can use to set better sales & activity targets

- 1.30 am – 3.00 pm 7 **How to Build your Service & IT Departments**
- Define the three measures of labour control and set targets
 - Where are you losing money? List strategies to improve recovery
 - List strategies to improve labour gross profit
 - Latest measures for service productivity and charging
 - Establish your Service/IT Department as a true profit centre
- 3.30 pm – 5.00 pm 8 **Strategies to Improve Cashflow from Working Capital**
- Strategies to improve stock control.
 - Stock control in Sales, Parts, Accessories, Consumables.
 - Setting simple purchasing targets. How to measure over/understock levels and set maximums and minimums.
- Day Three**
- 9.00 am – 10.30 pm 11 **Goal Setting & Profit Budgeting made easy in Sales, Parts, Labour**
- Setting department sales, purchases, stocklevels, cashflow and profit for your dealership. Setting targets using *new software*.
 - Budget by your departments at the click of a button
 - Setting expenses for total store
 - New Productivity and charge-rate calculator for Service/IT
- 11.00 pm – 12.30 pm 12 **Cashflow Planning and Management**
- How to do it. Use the budget model to project seasonal cashflow.
 - Allowing for tax, loans and capital items
 - Strategies to improve your cashflow
 - How to project working capital needs
 - Identifying loan strategies
- 1.30 pm – 3.30 pm 13 **Setting a 90 day Cycle for Management. Open Forum & Action Planning**
- Building your monthly management improvement plan
 - Reviewing your role and time management
 - Applying a 90 day diagnostic key-indicator kit
 - Leaving with a clear model for your objectives and strategies
 - Action Checklists and setting KPI's

This is arguably the most powerful and important workshop you will ever attend in knowing how to run your dealership. You will take away new knowledge and tools to make it all that much easier to apply back in the dealership. Absolutely a must in tough-times!

Your Workshop Presenter:- *Contact Geoff to bring this course in-house* –

GEOFF PERRY - B Fin Admin FCPA



Managing Director - FMRC Business Development Pty Ltd

Geoff has worked with the office equipment industry since 1985. He has delivered courses & benchmarking to Canon, Konica, Minolta, Fuji-Xerox & industry dealers under the BTA. Other clients include Toyota Australia, Bridgestone Australia, Case-New Holland and others. He provides regular consulting to some leading office-dealers and has a reputation for delivering powerful and 'cut-through' material specific to this industry.

Managing for Profit, Growth and Fun
