

# “Boosting Dealership Financial Management”

*A Business Development Programme for Senior & Branch Managers*



## **BENEFITS to you**

- 💰 Save years of learning by trial and error. Benefit from proven strategies that have delivered our past participants great results.
- 💰 Obtain dozens of practical, yet simple ways, to lift your sales, service & parts.
- 💰 Receive an individual, confidential benchmark report to identify and apply the strategies directly to your dealership.
- 💰 Understand the business better, afford a more balanced lifestyle, and enjoy your return on investment.
- 💰 Leave with simple but powerful, new software tools you can use in-store immediately and an Action Plan for success.
- 💰 Identify how to make yours a high profit Dealership.

## **COMMENTS from past attendees**

- 💡 *“FMRC has delivered and continues to deliver very high quality and relevant training to us in our own town”* **Steve John – Principal**
- 💡 *“We went from a loss and doubled our profits in the Service Department to over \$200,000 profit in a two year period.”* **Len Clutterbuck - Manager**
- 💡 *“Be in it. The cost to value ratio is excellent –* **Don McDowell – Principal**
- 💡 *“This is one of the best courses I have attended. Should be mandatory for all dealers” –* **Robert Quinn  
Sales and Marketing Manager**



**“Building better dealerships since 1996”**

# “Managing for Profit, Growth and Fun”

## WORKSHOP PROGRAMME

### Day One

8.00 am - 9.15 am

- 1 Introductions. Do you “know” your Business?**
- Components of excellent dealership management.
  - Materials and agenda for the course
  - Basics of reading Financial reports

9.30 am – 12.30 pm

- 2 How to “Measure” Your Financial Performance.**
- Clearing the Accounting ‘Haze’. Measuring a dealer’s performance.
  - Identifying the 3 key accounting reports for a business
  - Understanding how you can make a profit but have no cash!

1.30 am – 3.00 pm

- 3 Diagnosing your Branch. Using Australian Industry Benchmarks.**
- How to use 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.

3.15 pm – 5.00 pm

- 4 Drilling down into Sales, Parts & Service.**
- 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

### SOLUTIONS



**YOU WILL USE AUSTRALIAN AG-DEALER BENCHMARKS, UNIQUE TO THIS COURSE.**

**GREAT NEW SOFTWARE TOOLS TO TAKEAWAY**

### Day Two

8.30 am – 10.00 pm

- 5 Strategies to Lift Gross Profit I – What shrinks it?**
- Calculating cost of goods sold, 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!

10.30 am – 11.45 pm

- 6 Strategies to Lift Gross Profit II – What boosts it?**
- The Sales – Profit multiplier model.
  - How to improve your sales-mix and add-on selling.
  - Tips & tools for selling value & merchandising
  - Tools you can use to set better activity targets

11.45 am – 12.30 pm

- 7 Workshop & Direct Labour Control**
- Define the three measures of labour control and set targets for your dealership
  - List strategies to improve recovery
  - List strategies to improve labour gross profit
  - Establish your Service Department as a true profit centre

1.30 pm – 3.00 pm  
3.30 pm – 5.00 pm

- 8 Understanding the Key Measures of Service Management**  
**9 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

8.30 am – 12.30 pm

- 11 Goal Setting & Profit Budgeting made easy in Sales, Parts, Labour**
- Setting department sales, purchases, stocklevels cashflow and profit for your dealership. Using **simple budgeting software**.
  - Budget by your departments at the click of a button
  - Setting expenses for total store

1.30 pm – 3.00 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

3.30 pm – 5.00 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:-**

#### GEOFF PERRY - B Fin Admin FCPA



#### Managing Director - FMRC Business Development Pty Ltd

Geoff developed and launched this program initially for Case in 1996. The course was later opened to the industry and is endorsed by the Tractor & Machinery Association. Over 1,000 dealers and managers have attended this course across Australia/NZ from CNH, John Deere, Kubota, AGCO.

**Supported with Australian Dealer Benchmarks, unique to this course.**

Geoff has also trained many corporate and franchise clients in other retail and automotive related sectors including Toyota Australia, Bridgestone, Canon. He has a reputation for delivering powerful and 'cut-through' material specific to this industry.

#### Course Fee

**\$2,200.00 per participant (GST Incl.)**

Includes: all tuition, complete workshop manual, confidential Benchmark report, Bizshed Toolbox & Budgeting tools, morning, afternoon teas and lunch. (Over \$1,000 in materials).

**Minimum 8 people required.**



Conducted By:

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