

TITLE

\$99 Billion Opportunity with Fixed Ops

“The Big Easy,” Leadership Skills & Used Car Sales

7 Actions to Onboard Millennials in Your Dealership

A Century's Worth of Compliance Advice

Accessories: Mine Your Hidden Gem

Achieve 100% Fixed Coverage Before the Next Meltdown

Blinded Me with Science! Management Methodology

Build and Retain a High-performance Team to Win Your Market

Cause-Based Marketing & Audience-Based Advertising

Collision Department Myths vs. Collision Department Facts

Conduct Powerful 10-Minute Training Sessions

Create the Team Your Customers Deserve

Cyber Attacks: Silent But Deadly

Dominate with Data; How to Use Google's Free Tools to Se

Don't Be Kicked to the Curb: Define Your M&A Process

Driving Sales at Full Throttle in the Digital Age

Effective Strategies to Cultivate Business with Your Local

Effectively Targeting the One Percent with Digital Video

Eyes Wide Open: Financial Management Methodology

Federal Excise Tax: Update, New Developments, and Risk

Finally Get a Positive ROI on Your Digital Marketing: Insid

Five Strategies to Dominate your Market

Fixed Ops Marketing in a Mobile First World

Google Analytics: The Modern "Up Log" for Your Virtual

Guarantee Complete Dealership Growth via a Blended BD

Human Habits and Powerful Brand Marketing

Increase Service Profits by Increasing Proficiency

Learning to Love Complaints: Turning Feedback Into Success

Marketing Opens the Door: Closing Seals the Deal

Maximize Showroom Profits Through Advanced Sales Processes

Mobile Websites that Sell Cars and Fill Service Lanes

Moving the 60 Percent: The Secret to Creating a Powerfu

Negotiating for Success

Optimize Your Inventory and Increase Profitability

Performance-Driven Processes for Higher Service Absorpti

Predicting Car Sales with Big Data

Recruiting: To Find a Needle in a Haystack, Light it on Fire!

Regulators Attack Dealer Aftermarket Product Selling: How

Rejuvenate your Used-car DNA (Department's Natural Apt

Rethink Service: How to Capture Every Opportunity

Secrets to Getting More & Better Lender Approvals

Stop the Digital Merry-Go-Round and Go Sell

Tap into the LGBT Community and Their \$830 Billion Each

The 20-minute F&I Transaction

The Art of Leveraging the Emotions of a Deal

The Asking Formula: Ask For What You Want and Get It

The Sale Begins Before You Meet the Prospect

The Secrets to Body Shop Profits: The Dealer Handbook

Top 5 Keys to Successfully Managing Any Dealership

Tried-and-True: Best Practices from NADA 20 Groups

Turn Millennial Price Shoppers into Loyal Customers

Unleash the Power of Connected Marketing

Unlock the Power of Tier 4 Marketing to Increase Profits

Vital Metrics for Tomorrow's Dealer

Website Optimization for the Mobile Car Buyer

All Takeaways

After you complete this presentation, you will be able to:

1. Learn how to deliver a customer experience that increases retention and profit
2. See how to emulate the customer experiences of best in class tech-based companies
3. See what traditional thoughts or behaviors are now really just myths.

After you complete this presentation, you will be able to:

1. Understanding the difference between managing and leading.
2. The negative impact of Legacy thinking.
3. How to apply simple and effective used car strategies.

After you complete this presentation, you will be able to:

1. Attract the right people in your job listing
2. Retain salespeople longer with up to date pay plans
3. Reduce turnover costs

After you complete this presentation, you will be able to:

1. You will understand the 25 most significant laws that impact dealerships and how to avoid them
2. You will recognize the major mistakes that can lead to liability and how to recognize them
3. You will leave with 20 practical solutions that can be implemented immediately

After you complete this presentation, you will be able to:

1. Setup and maintain a successful Accessory Sales Program to increase average profit per sale by \$200-250
2. Identify key areas where accessory sales are routinely missed
3. Avoid common pitfalls that negatively impact accessory sales and profits

After you complete this presentation, you will be able to:

1. Understand how to calculate fixed coverage and breakeven
2. You will know where the profit opportunities are in your operation and how to take advantage of them
3. Build throughput and Service sales

After you complete this presentation, you will be able to:

1. The power of measuring, isolating and managing the variables that impact performance
2. How to implement the scientific method into a dealership environment
3. Real world examples of the performance impact on a dealership utilizing the scientific method

After you complete this presentation, you will be able to:

1. Identify and apply recruitment and retention best practices used by top-performing dealerships.
2. Prepare your dealership or group to leverage human capital as a source of success to win your market.
3. Receive the latest research on human capital management practices and work with retail dealerships.

After you complete this presentation, you will be able to:

1. Learn how advertising trends are changing and what it means for your ad buying strategy.
2. Discover how to target an audience effectively and share accountability for your ad spend with your marketing partners.
3. Identify the value proposition of your cause and learn to message it effectively to your target audience.

After you complete this presentation, you will be able to:

1. You can make a profit in your Collision Shop
2. Insurance companies only control your shop to the extent that your Staff allows
3. A Collision Shop delivers the 'full service' promise to your customers

After you complete this presentation, you will be able to:

1. Provide improvement training to support sales team growth
2. Match vision and goals to sales process and improve sales
3. Develop training materials to increase training impact so you see more results

After you complete this presentation, you will be able to:

1. Learn how to increase employee retention and grow revenue.
2. Better understand the 3-levels of employee engagement.
3. Return to your dealership with a strategy to delight your customers by engaging your employees.

After you complete this presentation, you will be able to:

1. Greater awareness of how and why a typical dealership's infrastructure makes it vulnerable to cyber threats
2. Identify cyber-related weaknesses in internal controls and assess dealership's risk
3. Implement immediate takeaways/action items to mitigate cyber threats

After you complete this presentation, you will be able to:

1. Dealers will learn how to dramatically increase their Paid Search ROI with better targeting
2. Dealers will learn how to correctly track and measure their digital marketing performance
3. Dealers will learn how to leverage their existing customer data to sell more cars

After you complete this presentation, you will be able to:

1. Ability to implement a detailed strategy for identifying M&A opportunities as well as analyzing those opportunities
2. Knowledge to identify the potential risk areas in a merger or acquisition
3. Plan for post-merger success prior to the transaction by identifying operational synergies

After you complete this presentation, you will be able to:

1. Identify which digital traffic sources provide leads and which lead sources are most effective for your behavior.
2. Formulate a monthly, integrated marketing plan across all mediums that delivers results.
3. List the top 10 measures that are most highly correlated to vehicle sales.

After you complete this presentation, you will be able to:

1. Identify techniques to effectively market used trucks.
2. Utilize the appraisal and acquisition process to market used trucks.
3. Develop a process to build the used truck value proposition for the dealership.

After you complete this presentation, you will be able to:

1. We will discuss why dealers need to leverage video advertising with pre-roll ads and how to do it. This will include dealer examples, best practices and key metrics.
2. We will explore how dealers are leveraging video with their customer communication and how to do it. This will include dealer examples.
3. We will explore how dealers are leveraging video content on their website to drive traffic and how to do it. This will include dealer examples.

After you complete this presentation, you will be able to:

1. Identify the best and most useful financial statement format for your dealership
2. Measure timeliness and accuracy of your financial statement for better analysis
3. Compare your accounting department's performance against industry benchmarks

After you complete this presentation, you will be able to:

1. Interpret recent guidance on glider kits and share our experiences on what works and what doesn't in transactions.
2. How to prepare for an FET audit by the IRS.
3. Define some fundamental concepts on FET and share some best practices on how to apply the laws.

After you complete this presentation, you will be able to:

1. You will know more about digital marketing than the companies trying to sell you on it.
2. How to not waste your digital marketing dollars and how to get the best ROI on your marketing.
3. The top warning signs that you could be dealing with the wrong digital marketing agency.

After you complete this presentation, you will be able to:

1. Learn the number one value builder in your sales department.
2. Gain insights on building a team that will create record breaking sales.
3. Return to the dealership with a three step strategy to fix any process.

After you complete this presentation, you will be able to:

1. Dealers attending this session will learn how to Profitably Use Search Marketing.
2. Dealers attending this session will learn how to optimize their websites for the search engines.
3. Dealers attending this session will learn how to prioritize their service marketing to the right customers.

After you complete this presentation, you will be able to:

1. Learn which metrics you can track to increase the quality of traffic to your website.
2. Identify marketing investments that are not generating engaged shoppers and how to fix them.
3. Protect your dealership against BOT traffic and false conversion signals.

After you complete this presentation, you will be able to:

1. Walk away with specific 5 step plan for success
2. Obtain the most effective compensation strategies
3. Learn how to develop continuity and growth in all departments

After you complete this presentation, you will be able to:

1. You'll know the marketing ingredients required to change consumer behavior habit for more consumers.
2. If the customer has your competition as a habit already, you'll learn the ingredients to change that habit.
3. You'll learn how your positive habits as a dealership should influence your marketing strategy traditionally.

After you complete this presentation, you will be able to:

1. Understanding how to determine your facility potential and your current shop's capacity.
2. The ability to understand tech proficiency, efficiency and productivity and what to expect from your staff to do the right thing
3. Clear understanding of how many hours you must produce to net 20% profit

After you complete this presentation, you will be able to:

1. You'll be able to identify leading online feedback and review sites, as well as the best practices and guidelines for posting and responding to reviews.
2. You'll understand the benefits of monitoring review sites, tracking feedback, and responding to positive and negative consumer comments about your dealership.
3. You'll learn effective ways of interacting with customers, as well as the benefits of using dealership advocates.

After you complete this presentation, you will be able to:

1. Attendees will learn nine ways to minimize or eliminate objections
2. Attendees will be presented with 12 keys to handling objections
3. Attendees will be provided professional, non-confrontational responses to each objection for all dealerships

After you complete this presentation, you will be able to:

1. Insights of how dealerships sales floors are being forever impacted by industry trends
2. How other industries have overcome challenges to attract, train and retain top talent
3. Current/real-world strategies that a few dealers are using today to outperform the competition

After you complete this presentation, you will be able to:

1. Attendees will learn to create a "mobile-first" strategy approach to increase sales
2. Attendees will learn to design mobile landing pages that convert leads for the dealership
3. Attendees will learn to use Apple Wallet and Android Pay to convert & remarket leads

After you complete this presentation, you will be able to:

1. Understanding where managers should focus their time when developing a team
2. Creating processes that will enable a large portion of your team to be successful
3. Understanding how to train your employees and train your trainers

After you complete this presentation, you will be able to:

1. A better understanding of the negotiating process from both the Dealership and Customer perspectives
2. Identify the areas within the negotiating process that needs to be enhanced in order to achieve higher grosses.
3. Be able to respond to Customer objections in a manner that is non-combative and achieves higher grosses.

After you complete this presentation, you will be able to:

1. Understanding your BEST target customers. Which types of shoppers should I focus on?
2. Defining your position in the marketplace. How can I set myself apart from competitors to attract customers?
3. Selecting the right inventory. How do I stock my used vehicle inventory to attract customers?

After you complete this presentation, you will be able to:

1. Identify opportunities for improvement in your service and parts operation.
2. Adopt processes that lead to increased sales.
3. Improve Tech Productivity and communicate more effectively with your entire team

After you complete this presentation, you will be able to:

1. You'll learn the basics of predicting car sales using big data.
2. You'll see how to collect 20 to 40 times more valuable customer behavior information
3. You'll be shown how inventory sales predictions helped dealers raise and lower prices

After you complete this presentation, you will be able to:

1. Learn and implement 5 principles of effective dealership staffing
2. Discover how to identify, attract and hire the most desirable "Level 3" candidates
3. Design your own "road to the hire" process by using the provided 12-step methodology to recruiting

After you complete this presentation, you will be able to:

1. Learn how the CFPB and other regulators are moving away from attacking dealers on other dealer profit centers with aftermarket products being the prime target.
2. Learn what types of selling have caused six figure fines and been challenged
3. Learn how you need to change how you sell ancillary products in the f&i office multiple laws and multiple regulators including the CFPB, FTC, and State Attorneys

After you complete this presentation, you will be able to:

1. Learn how to make changes in your used vehicle department (people, policy) to reduce risk.
2. Learn what data to use to define an Inventory Pricing/Aging policy and process
3. Understand the remarketing process of top lenders and how and when to acquire

After you complete this presentation, you will be able to:

1. You will understand the benefits of a more modern, digital service experience
2. You will learn how to identify bottlenecks and pain points in your current process where inefficiencies affect your bottom line.
3. You will become more empowered by observing ways to increase retention with

After you complete this presentation, you will be able to:

1. Using soft pull technology you will get far more customers approved and make sales from the start. This will also dramatically speed up the sales process.
2. How to structure and close deals with the greatest chance for approval.
3. Five great low cost effective ways to generate more credit leads and increase

After you complete this presentation, you will be able to:

1. Understand the causes of defection to prevent consumers from defecting out of your website(s), and out of your store(s) to another website, to another dealer, and/or
2. Apply the trends found in the analysis of actual search engine results, and their buying behaviors of those leads - to fully optimize your communications and sales
3. Know and implement the critical steps required to keep consumers engaged with your dealership(s), both online and offline.

After you complete this presentation, you will be able to:

1. Learn what will motivate the LGBTQ community to shop with you.
2. Where market research can be done, specifically to the LGBTQ community.
3. Learn how to be inclusive and diverse in your marketing efforts.

After you complete this presentation, you will be able to:

1. How to decrease the amount of time a customer is in the dealership.
2. What it takes to speed up the F&I process.
3. Increasing F&I product sales by allowing self education via your website and t

After you complete this presentation, you will be able to:

1. Create emotional synergy between your salespeople and customers to maxim
2. Eliminate the “logic traps” that are costing you sales and market share
3. Implement the specific steps of emotional leadership to ensure continuous gr

After you complete this presentation, you will be able to:

1. Gain the skill to ask for what you want -regardless of topic, tone or audience to maximize your chances of hearing “yes”.
2. Learn how to recognize and avoid common bad habits that sabotage influence image.
3. Develop the ability to hold others - subordinates, teammates, family member results using The Asking Formula method.

After you complete this presentation, you will be able to:

1. Employing industry best practices that will ensure success for your dealership
2. Driving results through user engagement
3. Standing apart from your competition

After you complete this presentation, you will be able to:

1. Increased profitability.
2. Reduced cycle time.
3. Increased customer service.

After you complete this presentation, you will be able to:

1. Attendees will create clear expectations that improve team members success
2. Attendees will learn how to motivate team members in today's environment
3. Attendees will discover the keys to attracting key team members

After you complete this presentation, you will be able to:

1. Find money making ideas proven by other dealers that you can impliment wh
2. Take home new ways of saving money or reducing expenses.
3. Expand your horizons on getting more people into your showroom

After you complete this presentation, you will be able to:

1. • We will demonstrate skills to properly handle price questions online, on the phone, and in person, so you can sell more cars, at higher profit margins
2. • We will define an A-Z, customer-friendly, value-based selling process to increase your conversion ratio, so you can spend less on advertising and make more net profit
3. • We will describe a retention process you can easily implement that will build customer loyalty, increase per sale, and raise your CSI.

After you complete this presentation, you will be able to:

1. Learning how to audit your marketing strategies to find where you are losing leads
2. Gain a strategy to leverage your marketing efforts to connect them which will increase sales when they engage with your brand
3. Understand and fix the holes in your marketing strategy when customers engage with you through various ways. (traditional, online, in store, mobile etc)

After you complete this presentation, you will be able to:

1. Generate organic leads by teaching your sales team how to do social marketing, email marketing, campaigns, personal branding and business networking
2. Reduce sales staff turnover by helping them build loyal relationships with customers
3. Increase profits through improved sales performance, gross per unit and CSI

After you complete this presentation, you will be able to:

1. Differentiate the most vital metrics a Dealer Principal must personally monitor
2. Assess dealership performance against best-of-class results
3. Formulate an action plan to address the most crucial opportunities in their dealership

After you complete this presentation, you will be able to:

1. Learn how to measure and improve the performance of your dealership's website
2. Learn how to develop a 'Mobile First' approach to optimizing your website conversion
3. Learn how to implement personalization and geo-fencing as part of your mobile marketing strategy

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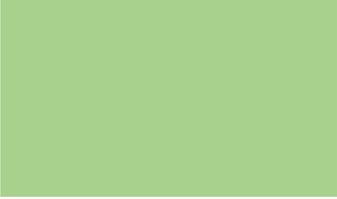
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Content Types

Webinar

Workshop

Interactive Online Course

Driven Management Guide

Topics

Body Shop

Customer Relations

Dealer Executive

Financing and Insurance

Marketing and Communications

New and Pre-Owned Vehicles (Sales)

Parts

Service

Accounting

Legal

Business Strategy and Management

Legal-Regulatory-Compliance

Human Resources

ATD (Commercial Trucks)

Training Levels (Job Title Access in Meridian)

Dealer

Dealer Admin

General Manager - Executive

Professional Advisor

Department Manager - All Depts

Department Manager - Fixed Ops

Department Manager - Variable Ops

Financing and Insurance - BDC - Internet Manager

Employee - All Depts

Employee - Fixed Ops

Employee - Variable Ops

Employee - BDC - Cust Svc - Admin

ATAE Employees

For copy/paste (temp)

Dealer

Dealer Admin

General Manager - Executive

Professional Advisor

Department Manager - All Depts

Department Manager - Variable Ops

Employee - All Depts

Employee - Variable Ops

ATAE Employees

Learning Path String

Dealer, Dealer Admin, General Manage

r - Executive, Professional Advisor, Department Manager - All Depts, Depa

rtment Manager - Variable Ops, Employee - All Depts, Employee - Variable

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