



# Academy Certificate Program 2015 Class Schedule

## FINANCIAL MANAGEMENT

<ul style="list-style-type: none"> <li>Using the 20 Group composite</li> <li>Maximizing cash flow and profit</li> <li>Identifying frozen vs. working capital</li> <li>Evaluating inventory performance</li> <li>Calculating total absorption</li> <li>Analyzing sales and gross profit</li> <li>Controlling and minimizing expenses</li> </ul>	<input type="checkbox"/> <b>Jan 5-9</b> (DCA193) <input type="checkbox"/> <b>Jan 12-16</b> (GDM107) <input type="checkbox"/> <b>Feb 9-13</b> (DCA194) <input type="checkbox"/> <b>Feb 16-20</b> (GDM108) <input type="checkbox"/> <b>Mar 9-13</b> (ATD031) <input type="checkbox"/> <b>May 11-15</b> (DCA195) <input type="checkbox"/> <b>May 18-22</b> (GDM109)	<input type="checkbox"/> <b>Jun 15-19</b> (GDM110) <input type="checkbox"/> <b>Jul 6-10</b> (ATD032) <input type="checkbox"/> <b>Sep 14-18</b> (GDM111) <input type="checkbox"/> <b>Sep 21-25</b> (ATD033) <input type="checkbox"/> <b>Sep 28-Oct 2</b> (DCA196) <input type="checkbox"/> <b>Oct 5-9</b> (DCA197) <input type="checkbox"/> <b>Oct 19-23</b> (GDM112)
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## FIXED OPS 1 (PARTS)

<ul style="list-style-type: none"> <li>Analyzing inventory performance               <ul style="list-style-type: none"> <li>- Aging inventory</li> <li>- Gross and true turns</li> <li>- First time fill rate</li> </ul> </li> <li>Understanding DMS reports</li> <li>Reconciling inventory</li> <li>Group case study</li> <li>Sharing of beat ideas</li> </ul>	<input type="checkbox"/> <b>Parts Seminar</b> <b>October 12-16, 2015</b>	<input type="checkbox"/> <b>Mar 16-20</b> (GDM107) <input type="checkbox"/> <b>Mar 23-27</b> (DCA193) <input type="checkbox"/> <b>Apr 13-17</b> (GDM108) <input type="checkbox"/> <b>Apr 20-24</b> (DCA194) <input type="checkbox"/> <b>May 4-8</b> (ATD031) <input type="checkbox"/> <b>Jul 13-17</b> (GDM109) <input type="checkbox"/> <b>Jul 20-24</b> (DCA195)	<input type="checkbox"/> <b>Aug 10-14</b> (GDM110) <input type="checkbox"/> <b>Aug 17-21</b> (ATD032) <input type="checkbox"/> <b>Nov 2-6</b> (ATD033) <input type="checkbox"/> <b>Nov 9-13</b> (GDM111) <input type="checkbox"/> <b>Nov 16-20</b> (DCA196) <input type="checkbox"/> <b>Dec 7-11</b> (GDM112) <input type="checkbox"/> <b>Dec 14-18</b> (DCA197)
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## FIXED OPS 2 (SERVICE)

<ul style="list-style-type: none"> <li>Assessing gross profit opportunities</li> <li>Analyzing labor pricing strategies</li> <li>Evaluating technician and service advisor performance</li> <li>Understanding production and scheduling techniques</li> <li>Linking telephone strategies to service sales</li> <li>Legal requirements in service</li> <li>Sharing of best ideas</li> </ul>	<input type="checkbox"/> <b>Service Seminar</b> <b>August 24-28, 2015</b>	<input type="checkbox"/> <b>Jan 5-9</b> (DCA191) <input type="checkbox"/> <b>Jan 12-16</b> (GDM105) <input type="checkbox"/> <b>Feb 9-13</b> (DCA192) <input type="checkbox"/> <b>Feb 16-20</b> (GDM106) <input type="checkbox"/> <b>Feb 23-27</b> (ATD030) <input type="checkbox"/> <b>May 11-15</b> (DCA193) <input type="checkbox"/> <b>May 18-22</b> (GDM107)	<input type="checkbox"/> <b>Jun 15-19</b> (GDM108) <input type="checkbox"/> <b>Jun 22-26</b> (DCA194) <input type="checkbox"/> <b>Aug 3-7</b> (ATD031) <input type="checkbox"/> <b>Sep 14-18</b> (GDM109) <input type="checkbox"/> <b>Sep 21-25</b> (DCA195) <input type="checkbox"/> <b>Oct 5-9</b> (ATD032) <input type="checkbox"/> <b>Oct 19-23</b> (GDM110)
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## VARIABLE OPS 1 (PRE-OWNED VEHICLES)

<ul style="list-style-type: none"> <li>Used-vehicle departmental profitability and inventory aging analysis</li> <li>Appraising, reconditioning, sourcing, and wholesaling</li> <li>Evaluating the relationship between volume and gross</li> <li>Digital marketing including SEO, SEM, conversion, mobile, analytics, reputation management, and video</li> <li>Converting leads to sales</li> </ul>		<input type="checkbox"/> <b>Mar 16-20</b> (GDM105) <input type="checkbox"/> <b>Mar 23-27</b> (DCA191) <input type="checkbox"/> <b>Apr 6-10</b> (ATD030) <input type="checkbox"/> <b>Apr 13-17</b> (GDM106) <input type="checkbox"/> <b>Apr 20-24</b> (DCA192) <input type="checkbox"/> <b>Jul 13-17</b> (GDM107) <input type="checkbox"/> <b>Jul 20-24</b> (DCA193)	<input type="checkbox"/> <b>Aug 10-14</b> (DCA194) <input type="checkbox"/> <b>Aug 17-21</b> (GDM108) <input type="checkbox"/> <b>Sep 28-Oct 2</b> (ATD031) <input type="checkbox"/> <b>Nov 9-13</b> (GDM109) <input type="checkbox"/> <b>Nov 16-20</b> (DCA195) <input type="checkbox"/> <b>Dec 7-11</b> (GDM110) <input type="checkbox"/> <b>Dec 14-18</b> (ATD032)
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## VARIABLE OPS 2 (NEW VEHICLES)

<ul style="list-style-type: none"> <li>Determining true profitability</li> <li>Identifying F&amp;I opportunities</li> <li>Assessing compensation and benefits</li> <li>Recruiting and developing employees</li> <li>Valuing and leveraging the owner base</li> <li>Creating telephone strategies</li> <li>Developing a measurable business plan</li> </ul>		<input type="checkbox"/> <b>Jan 5-9</b> (DCA190) <input type="checkbox"/> <b>Jan 12-16</b> (GDM103) <input type="checkbox"/> <b>Feb 16-20</b> (GDM104) <input type="checkbox"/> <b>May 11-15</b> (DCA191) <input type="checkbox"/> <b>May 18-22</b> (GDM105) <input type="checkbox"/> <b>Jun 8-12</b> (ATD030) <input type="checkbox"/> <b>Jun 15-19</b> (GDM106)	<input type="checkbox"/> <b>Jun 22-26</b> (DCA192) <input type="checkbox"/> <b>Sep 14-18</b> (GDM107) <input type="checkbox"/> <b>Sep 21-25</b> (DCA193) <input type="checkbox"/> <b>Oct 5-9</b> (DCA194) <input type="checkbox"/> <b>Oct 19-23</b> (GDM108) <input type="checkbox"/> <b>Nov 30-Dec 4</b> (ATD031)
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### \*Academy Programs

- (DCA) – Dealer Candidate Academy for successor/staff with a minimum of one year of experience and typically less than five years experience.
- (GDM) – General Dealership Management for experienced operators/dealership staff with more than five years experience.
- (ATD) – Commercial truck program for successors and professional managers.