

Aftermarket Management

for Farm Equipment Dealers



2010

John Spader instructing.

Spader Business Management will provide tools, both objective and subjective, to evaluate the likelihood of enduring success for a parts or service leader/manager.

Who Should Attend

- Aftermarket directors and managers
- Parts and service managers who need to develop management skills and capabilities both with people and tasks

Enrollment Criteria

- Access to departmental financial and operating data
- Authority to implement real-world and practical application concepts at the department level
- Have the baseline fundamentals and industry-specific knowledge of business planning including personnel management, marketing, inventory management, budgeting and forecasting.

Overview

Aftermarket Management will train experienced and high-potential parts and service managers the complete skill set needed to achieve high performance in the aftermarket environment. This course consists of two sessions that cover leadership and coaching skills; projecting, measuring and managing financial results; improving service efficiency; managing parts inventory and much more. Participants learn how to operate their respective departments at high levels of profitability and productivity.

The two session course is specifically designed to make the most of the critical time away from the dealership.

Session One includes parts and service managers together to learn the essential skills critical for success in any leadership position. They will learn about the PRO-daptive® model for managing any situation correctly as well as other key hiring coaching and performance management principles.

For **Session Two**, parts and service managers are split into separate groups. Parts managers attend the first 1.5 day session to learn the specific management skills needed for the part department. Service managers begin their second session immediately following parts, focusing on specific needs for their departments. Individuals who manage the entire aftermarket operation may attend both the parts and service sessions in a single, three-day session.

Homework will be given after Session One for participants to implement on-the-job,



Key Agenda Items

with appropriate follow-up at Session Two.

Session One: (2.0 days) Service and Parts Departments Leader-Manager High-Performance Characteristics and Financial Management

The principles of high productivity, profitability and satisfaction are covered in this two-day session, including how to use the PRO-daptive® model to effectively manage any condition or situation. Students will learn how to develop others through progressive leadership skills. Self-development interpersonal skills and team development are also emphasized. Participants are given a basic-to-intermediate introduction to creating profit plans and managing the financial results of the service and parts departments utilizing Spader's easy to understand One Dollar Empowerment® system. Successful completion of this module equips managers with the tools needed to understand and effectively manage profitable parts and service departments.

Learning Outcomes

- Develop the skills for high performance leadership
- Become a strong, supportive mentor
- Develop a profit plan with One Dollar Empowerment®
- The service and parts metrics to monitor and manage
- Avoid coaching mistakes
- Manage and develop people
- Manage Key Expense Ratios

Session Two - Parts: (1.5 days) Parts Department Management

Participants will develop an understanding of key parts department operations and tools used to effectively manage them. Sample financial statements are used to illustrate where the numbers come from and how to analyze where operational changes can and should be made.

Learning Outcomes

- Recognize and use key performance indicators
- Manage parts inventory
- Understand and adjust department profit plan
- Structure parts department pay plans
- Orchestrate pricing strategies
- Perform marketing and selling of parts

Session Two - Service: (1.5 days) Service Department Management

Participants will develop an understanding of key service department operations and tools used to effectively manage them. Sample financial statements are used to illustrate where the numbers come from and how to analyze where operational changes can and should be made.

Learning Outcomes

- Recognize and use key performance indicators
- Understand and adjust department profit plan
- Manage Collect-able® Efficiency and technician productivity
- Structure service department pay plans
- Perform marketing and selling of service
- How to set and manage labor rates

Materials and Toll-free Support

Each participant will receive a set of materials that includes the tools, processes, tips and forms needed for implementation and reference. You'll also receive toll-free support from a group of Spader Business Management specialists for any questions you might have when implementing what you've learned.

Duration: 2 Sessions

Dates, locations and pricing are available at spader.com or call 800.772.3377.

