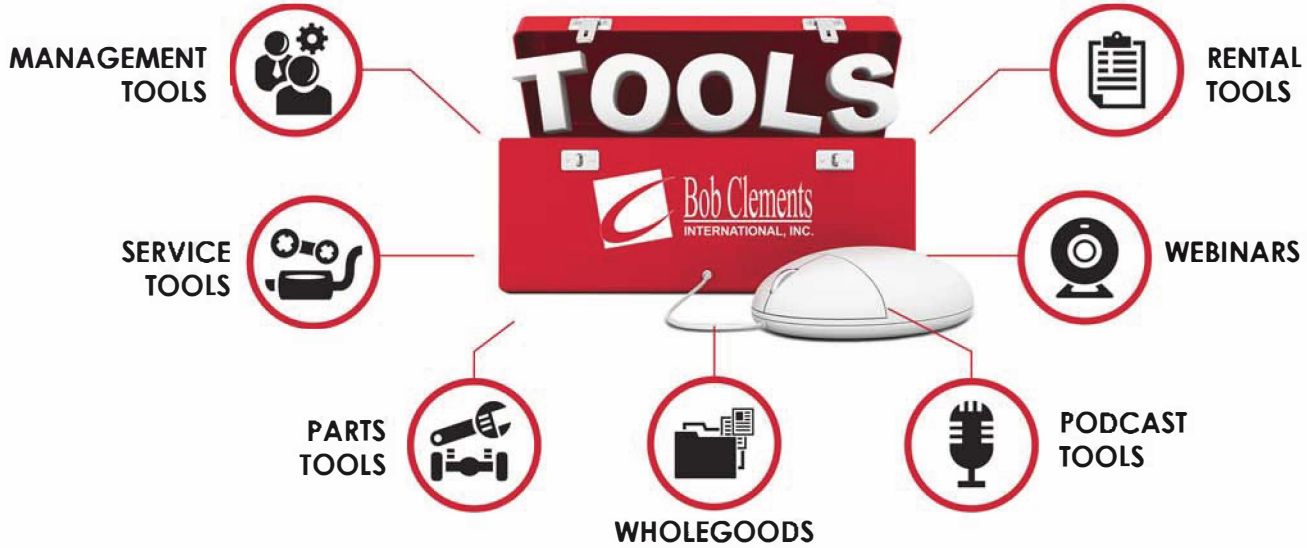




Established 1901

Northeast Equipment Dealers Association DEALER TOOLBOX



MANAGEMENT TOOLS

JOB DESCRIPTIONS AND EXPECTATIONS

Service

- Service Coordinator
- Service Writer
- Service Technician
- Service Manager

Parts

- Parts Sales - Inside Sales
- Parts Counter Sales Rep
- Parts Manager

Sales

- Sales Manager
- Sales Rep

GENERAL

- General Manager
- Office Bookkeeper

HUMAN RESOURCES

- Employee Handbook
- Job Analysis
- Telephone Reference Check Form
- Performance Review Exempt
- Performance Review Non- Exempt
- Craigslis Ad Samples

FINANCIAL AND FORECASTING

- Business Valuation - Template
- Financial Trending Analysis Worksheet
- Forecasting Spreadsheet Service Shop
- Ratios Defined
- Sales Forecasting Report
- Budgeting Worksheet
- Shop Rating Quiz

MARKETING

- Social Media Overview

SERVICE TOOLS

FORMS

- General Manager
- Annual Maintenance Handouts for Customers
- Menu Pricing for Yearly and Hourly Maintenance
- Notice of Abandonment
- Technician Time Log
- Flat Rate Counter Book
- Weekly Time Sheet Totals
- Initial Diagnostic Excavators and skid Steer Loaders
- Initial Diagnostic Sheet Garden Tractors
- Initial Diagnostic Sheet Snowblowers
- Initial Diagnostic Sheet Tractors
- Initial Diagnostic Sheet Zero Turn
- Initial Diagnostic Sheet WB - Mowers- Tillers
- Repair Questions
- Initial Diagnostic Sheet Trailers

PARTS TOOLS

- Flat Rate Counter Book
- Parts on Demand Flyer
- Parts Pricing Markup
- 90 Day Check List

WHOLEGOODS

- Card- Deluxe Package
- Card- Premium Package
- Card- Super Saver Package
- Equipment Price Tag (Sample)
- Extended Service Agreement
- Manufacturer - Vendor Termination Agreement
- Tiered Pricing Worksheets with Price Tag
- Vendor Analysis

RENTAL TOOLS

- Rental Agreement
- Rental Rates
- Concise Rental and Loan Agreement

WEBINARS

- Your Dealerships Curb Appeal
- Finding and Hiring New Employees
- Handling Objections and Closing the Sales
- Increase Service Department Efficiency in Two Easy Steps
- Utilizing Flat Rating in Your Dealership
- How to Run a Profitable Shop
- Before You Say "You're Fired."
- Customer Service at Your Parts Counter Training
- The High Performance Tech
- Managing By The Numbers
- How to Unclutter Your Parts Department and Increase Profits
- Motivating Employees for Increased Performance
- 5 Management Musts
- Using Your Website to Increase Cash Flow

PODCAST TOOLS

- Dare to be Different
- Active Listening
- Filling the Funnel
- Power of Questions
- Instant Rapport

INVESTMENT:

\$495

PER YEAR



CONTACT VANESSA CLEMENTS TO GET STARTED TODAY!
(816) 876-4700 | vanessa@bobclements.com



LEARNING CENTER

What's included in the Northeast Equipment Dealer Association Learning Center:

- **DVDs and USB of Training (\$695.00 Value)**

No matter how you would like to view your training, we have you covered. You will receive over 5 hours of training in Service, Parts, Sales and Management. Join Bob and his team as they walk you through Processes, Compensation and more.

- **6 Participant Guides (\$60.00 Value)**

These workbooks follow along with each module, highlighting valuable information with space for you to create your own processes and questions to answer as a team.

- **The 8 Greatest Sales Secrets in the world (\$20.00 Value)**

What do the top 15 percent know that other sales people don't? What skills have they mastered? What are the secrets to their success?

The 8 Greatest Sales Secrets in the World provides the answers. It's the inspirational story of one sales person's struggle to win an impossibly difficult sales contest. Along the way, he learns the timeless lessons that are behind every great sales person's success-in business and in life.

- **Dealer Toolbox (\$395.00 Value)**

100's of tips, tools and templates for you to use in your dealership. BCI brings the daily tools you need to you in training videos, on-line resources and downloads. BCI on-line webinars and support materials offer a library of learning right at your fingertips.

- **5 Hours of Consulting (\$750 Value)**

We will pair you with a BCI advisor to come along side you for 5 hours of consulting. These 5 hours can be used for anything from creating compensation plans to helping with management meetings or even working with a specific department to help increase profitability and efficiency. All done through an online meeting platform.

- **Webcam (\$30 Value)**

You will receive a webcam that will become a valuable tool as you are conducting team meetings and meeting with your advisor.

There's still more....keep reading

What will you learn with the Northeast Equipment Dealer Association Learning Center?

Service:

Compensation: How to create a compensation package that will work for your dealership.

The Check in Process: How to make the check in process seamless for the customers while still gathering all of the necessary information.

Triage Process: How to use triage to keep your customers happy and keep equipment moving through your service department.

Service Processes: Step by step guide on how to implement BCI's service processes in your service department.

The Service Coordinator Role: A detailed understanding of what the service coordinator's role is and how it can make you money.

How to Develop a Customer Loyalty Program: Creating and implementing a Customer Loyalty Program can be a daunting task, let Bob's team walk you through successful ways they have seen it done.

Parts:

Creating a Unique Customer Experience: What makes you different from other dealerships? In this session, you will unpack why creating a unique customer experience is so much more than just the customer service they receive.

Fill Rates: Did you know that your fill rates can tell you a lot about your health as a company? Join Bob and his team as they unpack why having a good grasp on your fill rate is critical to your business.

Parts Compensation: How should you compensate your parts people, join Bob and his team as they walk you through a proven way to set up a parts compensation program that will get your team excited.

Special and Emergency Parts Orders: Special and Emergency parts orders happen, but what will set your dealership apart is the defined process you have in place.

Transaction Time: Every second matters, especially if you are the 4th customer in line. By lowering your transaction time, you will be able to keep your customers happy and add money to your bottom line.

Upselling and Cross Selling: Is money being lost at your parts counter? In this session, we will unpack how to increase sales at your parts counter.

Sales:

Let the Show Begin: The quality of the sales presentation will often determine who a prospect buys from. Most sales people lack excitement for the product or the passion for helping customers make a decision to buy. Join Bob and his team as they walk through how to do a sales presentation.

Listen and Learn: The best approach to selling is asking good questions, and then listening intently to the answers. Selling is not about talking well; it's the ability to gather information, consolidate it and provide a helpful solution. Learn how to ask the questions that lead to sales.

Showroom or Warehouse: The showroom becomes the showcase for both current and potential new customers. It represents, more than any other area of the dealership, the excitement and opportunity

that customers hope to experience from both our dealership and our brands. Learn how to effectively utilize your showroom to create more sales.

Your Price is too High: Overcoming objections to price, timing or competition are a normal and critical part of the selling process that every sales person must become comfortable with in handling. In this session Bob and his team work through simple steps to overcoming basic objections and moving the customer into a buying position.

Your Store is your Billboard: How a dealership looks on the outside, the “Curb appeal” is often one of the most overlooked parts of creating a great customer experience. Learn how to utilize your dealership as your biggest piece of marketing.

Management:

Customer Relationships: How do you handle an upset or angry customer? Join Bob and his team as they walk you through how to take a disgruntled customer and turn their experience into a positive interaction with your business.

Employee Turnover: The last thing you want as a dealer is employee turnover – it’s demoralizing to the team and creates a sense of instability of your dealership to your customers. In this session you will learn proven ways to reinforce to all employees the value they bring to the dealership and ideas on how to build a compensation program for those employees who are in support roles to all departments.

Expectations: For most employees, one of the greatest obstacles to working successfully with others and to owning their work is unclear expectations. In this session Bob and his team will explain the value of outlining employee expectations with every new hire, and how continual reinforcement of those expectations with existing employees creates a profitable dealership with a strong loyal customer following.

Finding and Hiring: People are the engine that makes the dealership run and the better the people the more powerful and successful the dealership. Finding and hiring the right people who are motivated and customer focused is a critical element to the success of every dealership today. This session will cover specific ideas on how to find those hard to find people and how to interview them to make sure you are getting what you are looking for.

Measuring Performance: In this session Bob and his team focus on the benefits of measuring and monitoring performance by department and employee in order to make sure that expectations are realistic and departments are being profitable.

Vision: Vision is critical to any organizations success in this session Bob and his team will discuss how to get your employees involved in the planning process that will result in improved morale while minimizing gaps in communication that may keep goals & plans from coming to fruition. They will also discuss the importance of having a clearly defined plan for each department and give examples that other successful dealerships have used to move them to the next level.