

# General Managers Academy



## Academy Overview

Training Manager : Schooly  
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### **Session 1**

- **Day One** New Students will Observe and participate in the Graduating classes Final Presentations
- Intro to the Academy - History / Expectations
- Introduction to Management
- Managing vs Leading
- Dealership Priorities
- Normalization of Deviance
- Transactional Data
- Traffic Log How to drive business and decisions
- Reading the Traffic Log
- Relationship Selling
- 9 Step Sales Process
  - Greet through Delivery
- Virtual Sales Process
- Daily Dozens
- Score Boards

### **Session 2**

- Service Department Intro
  - Contribution
  - Absorption
  - Selling in the Service Dept
  - Repair Order Road map
  - Communications
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- Technician Efficiency
  - Measuring the Service Dept Managers Metric
  - Service “Clock”
  - Selling in the Parts Dept.
  - Parts Dept 6 Step Sales Process
  - Adding on and Upselling
  - Package Selling - Menu Selling
  - Retail Experience
  - Parts Dept Math - Discounting and Contribution
  - Smart Goals
  - Inventory Management
  - Merchandising
  - Ordering properly
  - Measuring Turns
  - OBS Clock
  - Dealer Tour for the Parts Dept

### **Session 3**

#### Finance and Insurance

- F/I Metrics and Benchmarks
- Products

#### F/I In Dealership

- F/I #1- The Importance and How To
- F/I #2 - Menu Selling
- Overcoming Objections
- Cash Conversions
- Finance Logs
- Compliance



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- Expense Control
  - Managing by the Numbers and Forecasting
  - Traffic Log - Reading and Planning
  - Digital Traffic Log
  - Digital Game - Managing Leads
  - Staffing and Hiring
  - Onboarding
  - Accountability
  - Coaching and Motivating
  - Culture of Training
  - Job Descriptions
  - Pay Plans
  - Performance Evaluations
  - Culture - Defining and Managing it
  - Taking over a Moving Train
  - Final Presentation Discussion

#### **Session 4**

This Session will start day one with a Full Composite review then we will spend the remaining 2 days presenting and reviewing their Final Presentations.