

# Parts Managers Academy

## Academy Overview

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### **Session 1**

- History of the MTAS
- Course Objectives - Expectations
- National statistics - Measuring potential in P&A
- Using the Composite National Average to drive the Department
- Transactions the History and Importance
- Defining Management
- Selling in P/A - Psychology of Sales
- Parts Sales Process - 6 Step Process
- Building the Sale - Upselling / Adding on Package Selling
- Entanglement - Customers for Life

### **Session 2**

- Coaching and Training
- Accountability
- Hiring and Staffing
- The Dealer Tour
- Managing Inventory
- Making SMART Goals
- OBS Management
- Time Management
- Selling P&A in Service
- Service is Busy
- Making it easy to sell in Service
- YMCA - A process to sell PAC in Service



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- Parts and Labor Specialist - Role and Responsibilities
  - Building out Floor Models
  - Utilizing Menus
  - Package Selling

### **Session 3**

- Creating an Experience inside your Department
- Amateur vs Pro
- Culture Building and Maintaining
- Team buy in
- Normalization of Deviance
- Training Calendar
- CRM Usage
- Open to Buy
- Merchandising
- Measuring Turns
- Proper Ordering
- Seasonal Strategies
- Leaving the Academy with a plan