

Boost Your Business!

October 11 & 12 from 8 a.m. - 5 p.m. • October 13 from 8 a.m. - noon
Radisson Hotel Lansing
111 North Grand Avenue • Lansing, MI 48933

This 2½ day educational program is offered to MADA dealers and one member of their executive management staff. Total attendance is limited to 30 people. Registration will be filled on a first-come, first-served basis.

Pre-registration is required and must be received by Sept. 18, 2006.

Dealership information (please print)

Dealership: _____
Address: _____
City: _____ Zip Code: _____
Phone: _____ Fax: _____

Attendees (full name and title)

1) _____
2) _____

Amount enclosed

\$ _____ (\$199 first person/\$169 second person)

A discounted second-person rate is offered to dealership managers who attend with their dealership principal. Due to the limited seating available, registration forms and fees must be received by MADA before registrations will be confirmed. Registration fees can be paid by check or credit card.

Payment method

- Check payable to Automobile Dealers Accessory Corporation
 Credit card
Type of card: Visa MasterCard
 Discover American Express

Cardholder name: _____

Signature: _____

Card number: _____

Expiration date (mm/yy): _____ / _____

Billing address for card: _____

Registrations can be returned to:

Michigan Automobile Dealers Association, Attn: Cindy Sadler
MAIL: PO Box 2525, East Lansing, MI 48826-2525
FAX: (517) 351-3120

Registration is due by September 18, 2006.

Hotel information

MADA has arranged a special room rate of \$118 per night at the Radisson Hotel Lansing for those attendees that will be staying overnight. To receive the special discount rate, mention the promotional code "MADA 10" when making your reservation. Hotel reservations must be received by the Radisson no later than September 18, 2006. (Attendees are responsible for their own hotel accommodations.)

Radisson Hotel Lansing

111 North Grand Avenue in Lansing
(On the corner of Grand Ave. and Michigan Ave.)
Reservations: (800) 333-3333 • Telephone: (517) 482-0188

Boost Your Business!

A workshop to analyze your dealership's operations and performance, resulting in an action plan for reaffirmation and improvement.

October 11 - 13, 2006
Radisson Hotel, Lansing

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Michigan Automobile Dealers Association

The Michigan Automobile Dealers Association is a trade association established to promote and safeguard the business interests of its nearly 800 franchised new-vehicle dealers.

1500 Kendale Blvd.
P.O. Box 2525
East Lansing, Michigan 48826-2525
Phone: (800) 292-1923 • Fax: (517) 351-3120
www.michiganada.org

This workshop is brought to you by:



As a benefit for our members who are interested in improving their operations and willing to make some changes, the MADA, in conjunction with the NADA, has developed a program to help dealers enhance their operations and performance. This workshop is a hands-on, strategy-forming program designed to help you realize opportunities in each department and identify ways to capitalize on those opportunities.

This workshop will focus on actionable recommendations for improvements, covering all aspects of your dealership. This is a goal-oriented program, with the purpose of giving you the tools needed to produce results. Upon completion of the workshop, participants are expected to be willing and able to implement changes within the dealership.

The action plan you develop during this workshop will be designed specifically for your dealership. In order to develop the most effective plan for your dealership, it is important that you bring *your* numbers - financial statements, R.O.s, parts stock order figures, vehicle inventory, and used-vehicle appraisals. Workshop trainers will work with you to help find your opportunities, and you will walk away with a practical action plan for your dealership!

Your workshop assignment

(With some valuable input and guidance from the experts!)

Analyze your current dealership operations

Look for **opportunities** for change

Create a **plan** tailored to your dealership

Put that plan into **action**

Capitalize on those opportunities

Improve the performance of your dealership!

If your operations need an extra boost, this program is designed for you!

Topics to be discussed

- Cash flow, receivables (both customer and factory)
- Absorption
- Managing the four dealership inventories
- Operational items of fixed operations (service and parts):
 - Productivity and efficiency of technicians
 - Service increase potential
 - Service performance planner
 - Level of service - parts
 - Parts employee productivity
 - Parts turns - gross and true turns
 - Where are all the technicians?
 - R.O. analysis
 - Gross profit retention
 - Cash gap
- Operational items of vehicle operations:
 - New and used vehicle inventory
 - Tracking and follow-up
 - Cost per customer
 - The three controllable expenses
 - Sales department increase potential
 - Sales tips and techniques
 - Holding cost
 - F&I opportunities

This workshop has been designed by the NADA 20 Group program and the NADA Dealer Academy. It will be presented by two NADA trainers who have extensive retail automotive industry experience

Attendees will begin and end each day with a developmental session aimed at refining a dealership action plan based on information covered during the workshop. Dealers are asked to come prepared to briefly discuss the most positive action, event or result their store has seen in the last six months, as well as comment on a critical concern they would like to identify as an important element in the improvement of their operations.

We request that each participant bring the following materials to the meeting:

- An open mind to fill and a sense of humor to drain as needed
- Your most current financial statement
- 50 customer repair orders (customer pay, not warranty) in sequence
- Average monthly stock order purchases (dollar amount) for parts
- Calculator (one for each participant)
- New vehicle inventory schedule (showing days in stock)
- Used vehicle inventory schedule (showing days in stock)
- 25 used vehicle appraisals (just grab 25 - do not pick and choose)
- Accounts receivable schedule – parts/service/body (sorted by age)
- Accounts receivable schedule – warranty (sorted by age)
- Accounts receivable schedule – vehicle (sorted by age)
- Accounts receivable schedule – employee (sorted by age)
- Parts report – parts with no demand in previous twelve months
- Optional: flash drive/jump drive (to make your own blank copy of any exercises we use)

MADA will provide a light breakfast each morning and refreshments throughout the workshop. Lunch will be provided during the full-day sessions. Attendees are responsible for making their own transportation and hotel arrangements (special event rates are available), as well as dinner plans. A confirmation letter with additional event information will be mailed to each registered attendee.