



ALAN RAM'S
MANAGEMENT
BY FIRE!



MANAGEMENT BY FIRE

THE CURRICULUM

Mission Statement: To empower Dealership Management staff with the skills to effectively manage showroom activity, drive traffic, and convert opportunities to do business in today's competitive automotive industry.

Topics to be covered over the 2 ½ day period:

Discuss and focus on the primary responsibilities of management in today's automotive industry.

Learn how to increase gross profit per retail unit.

Learn how to create your own opportunities through "Activity Management".

Discuss which BDC models are succeeding and which ones are failing in today's automotive industry.

Learn how to create an overall culture of Business Development at your dealership.

Learn how to manage appointments effectively.

Discuss proven and easy to implement processes for handling inbound sales calls, for following up on unsold showroom traffic, and for maximizing repeat and referral business.

Discuss detailed aspects of all phone-up word tracks and applications.

Simulation exercises including: students taking on the role of the trainer with Alan Ram's *FirePhone* formatted training simulation.

Learn processes for accountability.

Learn about effective call monitoring and conversion.

Learn about in-dealership implementation of third-party follow-up calls.

Discuss strategies for eliminating dealership website errors as well as solutions to creating successful ones.

Learn about a proactive approach to generating repeat clients.

Learn how to optimize your showroom floor.

Learn how to eliminate process evaporation.

Learn how to execute true leadership!

GREAT MANAGERS ARE MADE AT MANAGEMENT BY FIRE!