



2015 Special Ops Program Application

Applications must only be submitted via postal mail or secure fax at 703.245.5258.

ALL FIELDS ARE REQUIRED.

Address: Academy
8400 Westpark Drive – MS11
McLean, VA 22102

Telephone: 703.821.7216

Fax: 703.245.5258

The **Academy Special Ops Program** enables dealership managers (e.g. General Manager, Controller, Department Manager, etc.) to hone skills for a specific department by participating in the targeted week(s) of the Academy Program pertinent to their needs. Academy offers **Specialist in Operations Certificates** for the following five specialties:

- Financial Management
- Fixed Operations–Parts
- Fixed Operations–Service
- Variable Operations–Pre-Owned Vehicles
- Variable Operations–New Vehicles

2015 Rates: \$1,895. Cancellations must be received in writing at least 30 days prior to the class start date to receive a tuition refund. (\$50 transfer fee will be charged when sponsor dealership is modified following enrollment.)

Enrollment is subject to seat availability, with non-competing dealers.

INDICATE PROGRAM PREFERENCE (See Schedule on back):

Week _____
(Example: Financial Management)

Program _____
(Example: DCA193)

Date _____
(Example: Jan. 5-9)

If accompanying a full-time Academy student, please list:

Name _____ Class No. _____

APPLICANT

PREFIX FIRST NAME MI LAST NAME SUFFIX

Mr., Ms., Mrs.

EMAIL ADDRESS OFFICE USE ID:

Academy uses email to communicate time-sensitive, critical materials to students during the application and enrollment period. Provide an email address that you check regularly.

STREET ADDRESS (HOME) JOB TITLE

CITY STATE ZIP CODE

CELL PHONE APPLICANT SIGNATURE

EMERGENCY CONTACT NUMBER EMERGENCY CONTACT NAME DATE

DEALERSHIP

SPONSOR NAME SPONSOR EMAIL

DEALERSHIP NAME OFFICE USE ID:

DEALERSHIP STREET ADDRESS

DEALERSHIP CITY STATE ZIP CODE

DEALERSHIP PHONE INTERNATIONAL PHONE # (IF OTHER THAN US) OFFICE USE DATE:

What financial statement will the student be using in class? (Example: GM, Ford, Toyota, Mack, etc.) _____

DMS Provider (Example: Reynolds and Reynolds, ADP) _____

PAYMENT INFORMATION

- VISA
- MasterCard
- AmEx
- Check
- Money Order

CARD NUMBER EXPIRATION DATE AMOUNT \$

PRINT NAME AS IT APPEARS ON CARD _____

CARDHOLDER SIGNATURE _____ CARDHOLDER E-MAIL _____

Academy Special Ops Program 2015 Class Schedule

FINANCIAL MANAGEMENT

- Using the 20 Group composite
- Maximizing cash flow and profit
- Identifying frozen vs. working capital
- Evaluating inventory performance
- Calculating total absorption
- Analyzing sales and gross profit
- Controlling and minimizing expenses

- Jan 5-9** (DCA193)
- Jan 12-16** (GDM107)
- Feb 9-13** (DCA194)
- Feb 16-20** (GDM108)
- Mar 9-13** (ATD031)
- May 11-15** (DCA195)
- May 18-22** (GDM109)

- Jun 15-19** (GDM110)
- Jul 6-10** (ATD032)
- Sep 14-18** (GDM111)
- Sep 21-25** (ATD033)
- Sep 28-Oct 2** (DCA196)
- Oct 5-9** (DCA197)
- Oct 19-23** (GDM112)

FIXED OPS I (PARTS)

- Analyzing inventory performance
 - Aging inventory
 - Gross and true turns
 - First time fill rate
- Understanding DMS reports
- Reconciling inventory
- Group case study
- Sharing of best ideas

- Mar 16-20** (GDM107)
- Mar 23-27** (DCA193)
- Apr 13-17** (GDM108)
- Apr 20-24** (DCA194)
- May 4-8** (ATD031)
- Jul 13-17** (GDM109)
- Jul 20-24** (DCA195)

- Aug 10-14** (GDM110)
- Aug 17-21** (ATD032)
- Nov 2-6** (ATD033)
- Nov 9-13** (GDM111)
- Nov 16-20** (DCA196)
- Dec 7-11** (GDM112)
- Dec 14-18** (DCA197)

FIXED OPS II (SERVICE)

- Assessing gross profit opportunities
- Analyzing labor pricing strategies
- Evaluating technician and service advisor performance
- Understanding production and scheduling techniques
- Linking telephone strategies to service sales
- Legal requirements in service
- Sharing of best ideas

- Jan 5-9** (DCA191)
- Jan 12-16** (GDM105)
- Feb 9-13** (DCA192)
- Feb 16-20** (GDM106)
- Feb 23-27** (ATD030)
- May 11-15** (DCA193)
- May 18-22** (GDM107)

- Jun 15-19** (GDM108)
- Jun 22-26** (DCA194)
- Aug 3-7** (ATD031)
- Sep 14-18** (GDM109)
- Sep 21-25** (DCA195)
- Oct 5-9** (ATD032)
- Oct 19-23** (GDM110)

VARIABLE OPS I (PRE-OWNED VEHICLES)

- Used-vehicle departmental profitability and inventory aging analysis
- Appraising, reconditioning, sourcing, and wholesaling
- Evaluating the relationship between volume and gross
- Digital marketing including SEO, SEM, conversion, mobile, analytics, reputation management, and video
- Converting leads to sales

- Mar 16-20** (GDM105)
- Mar 23-27** (DCA191)
- Apr 6-10** (ATD030)
- Apr 13-17** (GDM106)
- Apr 20-24** (DCA192)
- Jul 13-17** (GDM107)
- Jul 20-24** (DCA193)

- Aug 10-14** (DCA194)
- Aug 17-21** (GDM108)
- Sep 28-Oct 2** (ATD031)
- Nov 9-13** (GDM109)
- Nov 16-20** (DCA195)
- Dec 7-11** (GDM110)
- Dec 14-18** (ATD032)

VARIABLE OPS II (NEW VEHICLES)

- Determining true profitability
- Identifying F&I opportunities
- Assessing compensation and benefits
- Recruiting and developing employees
- Valuing and leveraging the owner base
- Creating telephone strategies
- Developing a measurable business plan

- Jan 5-9** (DCA190)
- Jan 12-16** (GDM103)
- Feb 16-20** (GDM104)
- May 11-15** (DCA191)
- May 18-22** (GDM105)
- Jun 8-12** (ATD030)
- Jun 15-19** (GDM106)

- Jun 22-26** (DCA192)
- Sep 14-18** (GDM107)
- Sep 21-25** (DCA193)
- Oct 5-9** (DCA194)
- Oct 19-23** (GDM108)
- Nov 30-Dec 4** (ATD031)

*Academy Programs

- (DCA) – Dealer Candidate Academy for successor/staff with a minimum of one year of experience and typically less than five years experience.
- (GDM) – General Dealership Management for experienced operators/dealership staff with more than five years experience.
- (ATD) – Commercial truck program for successors and professional managers.