# Training Catalog

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### BODY SHOP

**Marketing**
- Body Shop for Trucks
- Body Shop Profits Time is Money
- Grow Your Body Shop Profit Center
- Performance and Analysis

**CUSTOMER RELATIONS**
- Automotive CRM and Sales Force Automation
- Basic Telephone Skills for Dealership Personnel
- Customer Relations Checklist
- Customer Relations: Profits, Not Problems

### DEALER-EXECUTIVE

**Fundamentals**
- Balance Sheet Fundamentals
- Cash Flow Fundamentals
- Cash Management for Commercial Trucks
- Cash Reporting: The Buck Stops Here
- Income Statement Fundamentals
- Introduction to Automotive Accounting

**Business Management (continued)**
- Insurance Analysis Checklist
- Internet Process Management
- Property-Casualty Insurance Coverage
- Seven Habits of Highly Profitable Dealers
- Strategies for Increasing Your Profitable Dealers
- The Internet Challenge: Structuring Your Dealership for Success
- Top Questions You Should Ask Your CFO or Controller
- Winning Leadership Skills and Used-Car Strategies

**Business Succession Planning**
- Business Succession Planning (For Dealer’s Eyes Only)
- Corporate Cash Maximize Returns. Balance Risk
- Exit the Dealership Without Being Clobbered by Taxes
- Preserve Dealer Wealth Through Creative Solutions
- Start Your Succession Plan Now: It’s Not Too Late!
- Ten Tips for Family Business Success and Harmony

**Buy - Sell**
- Buy Sell Dos and Don’ts in Today’s Market
- Dealership Valuation (For Dealer’s Eyes Only)

**Facility**
- Drive Profits Using LEDs to Light Your Dealership
- ENERGY STAR® Putting Energy into Profits
- Gain Control of Your Facility Construction Costs

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DEALER-EXECUTIVE (CONTINUED)

Fraud and Theft Protection
• Preventing and Detecting Fraud (For Dealer’s Eyes Only)
• Preventing and Detecting Fraud in Your Dealership
• Think Like a Thief
• Red Flags: Stopping Identity Thieves Before They Strike

Legal, Regulatory, and Compliance
• Adverse Action Notices
• Avoid Hidden Tax Triggers When Selling and Restructuring
• Comply with Federal Advertising Requirements
• Comply with Federal Advertising Requirements
• Conquer Compliance Protect Your Profits and Legacy
• Dealer Advertising New Federal Compliance Mandates
• Dealer Data Protect Yourself and Your Valuable IP
• DRAFT Trust and Transparency Data Privacy Management
• Electronic Disclosure Roles for Dealership Online Commerce
• Explore Hot Tax Topics with Industry Experts 2014
• Explore Hot Tax Topics with Industry Experts 2015
• Federal Defect and Noncompliance Safety Recalls
• Federal Excise Tax Compliance
• Federal Excise Tax Risk and Prevention
• Federal Hazmat Transportation Regulations, 3rd ed.
• Federal Regulatory Update for Car Dealers 2014
• Federal Regulatory Update for Truck Dealers 2014
• Federal Regulatory Update for Truck Dealers 2015
• Federal Tax Issues
• Federal Tax Treatment of Demos
• FTC Affiliate Marketing Rule
• FTC Privacy Rule and the Model Privacy Notice
• FTC Red Flags and Address Discrepancy Rules
• Lockout/Tagout (LOTO): Controlling Hazardous Energy
• Manage IRS Audit Risks for Federal Excise Tax
• OSHA Single and Multi-Piece Rim Service Rule
• OSHA’s Repeal of Dealer Recordkeeping Exemptions

Legal, Regulatory, and Compliance (continued)
• Power of Paper Compliant, Consistent, and Confident
• Product Liability
• Risk-Based Pricing Rule
• Tales from the Other Side: A Regulator Speaks
• Taxpayer Identification and Backup Withholding
• Who Let the Data Out Avoid Security Threats

Personnel Management and Leadership
• A New Perspective on Time More Purpose More Power
• Create and Cultivate a Winning Culture.doc
• Diversity as a Business Imperative, 2nd ed.
• Don’t Let a Culture Problem Flat line Your Dealership
• DRAFT NextGen Dealers Leading the Future Their Way, Today
• Employment Verification & Eligibility
• Family and Medical Leave Act
• Focus On Better Before Bigger
• Healthcare 2014 Thrive in the Obamacare Era
• Healthcare Reform Update 2014 and Beyond
• Lead the Next Generation of Employees
• Leaders Take the Stairs
• Manage a Multi-Generational Dealership
• Recruit, Hire, Train and Retain X-Factor Sales Teams
• Seven Insurance Traps That Could Snare Your Store
• Simple Strategies to Retain Gen Y Employees
• Stop Making Your Employees Want to Run Away
• Stop Managing People and Start Creating Champions
• Strategies for Retaining the Best Employees
• Strategies to Attract Top Talent
• Ten Tips to Hire and Retain Top Talent
• The Asking Formula
• The POWER in Training: Sell a Car Backwards!

F & I
• Balance Sheet Fundamentals
• Building a Special Finance Department
• Cash Flow Fundamentals
• Cash Management for Heavy Duty Trucks
• Cash Reporting: The Buck Stops Here
• Credit Crisis: Implications and Opportunities
• F&I and the Internet Customer

F&I: Selling to All Customers
• Financing and Subprime Credit Catch the Wave
• Income Statement Fundamentals
• Introduction to Automotive Accounting
• Leasing as a Finance Alternative
• Millennial F&I
• Seven Pillars of Subprime Maximize Today’s Opportunity
• Special F&I for the Normal Guy
MARKETING AND COMMUNICATIONS

Analytics
• Before a Form Predictive Analytics for Sales
• Create an Advantage on Google Using Video SEO
• CRM Ninja Skills Unleashed!
• Market-Based Pricing Gone Bad
• Sell More Cars with Google Analytics
• Solve Wireless, Cyber Liability & Software Piracy
• Stop Wasting Money Start Selling Cars with Analytics
• The New 360-Degree View of Call Management

Digital Technologies
• Capture Consumers in a Multi-Device World
• Five Myths of Live Chat Debunked…By a Car Dealer
• Leverage the Power of an iPad to Sell More Cars
• Link Digital Marketing to the Financial Statement
• Tap into Mobile to Reach New Car Buyers!
• Text and Engage with Today’s Changing Consumers
• Use Tablets to Gain and Retain Without Pain
• Video The Most Powerful Tool for Your Dealership

Internet
• Advanced Internet Performance Strategies
• Branding, Content, and Website Presence ROI
• Content: Shoppers are Begging You for It!
• Digital Retailing Secrets of the Top One Percent
• Double Your Internet Sales in 90 Days
• Increase Sales & Fixed Ops with Email Marketing
• Mobile in 2015 Why Your Website Must be Responsive
• Online Reviews Drive Sales and Service
• Online Strategies for Winning Gen X and Gen Y Buyers
• Shoppers are Begging You For It
• Structure Your Store for Lasting Internet Success
• The Digital Crisis that is Slowly Killing Your Dealership
• The Holy Grail 21st Century Media Technologies
• Website Grader Specifically for Automotive Websites

Performance and Analysis
• Digital Retailing Customers to the Showroom
• Top Tactics to Leverage Your Digital Properties
• Use Vehicle History to Build Consumer Confidence

Social Media
• Ask Google and EBay How to Help You Sell More Product
• Ask Twitter and Facebook How to Help You Sell More Product
• Social Advertising I’ll Click on That!
• The Fan Factor Sell More Cars with Social Media
• Two Google Advertising Tactics You Aren’t Using

Traditional
• Be Anti-Social and Win
• Supercharge Local TV Ads by Targeting Real Customers
• The Death of Traditional Media Has Been Exaggerated
• Word-of-Mouth Marketing Get Your Brand Out There

Other
• Balance Sheet Fundamentals
• Build Brand Trust with a Teen Driving Safety Program
• Cash Flow Fundamentals
• Cross-Promotion Events to Drive Immediate Sales
• Income Statement Fundamentals
• Introduction to Automotive Accounting
• Ladies and Gentlemen Meet Your Customer
• New Owner Orientation Seminars: Small Cost = Big Payoff
• People-Driven Marketing Will Drive Your Sales
• The Needs of NextGen Buyers: What Makes Them Click?
• Use Vehicle History to Build Consumer Confidence
• Winning Leadership Skills and Used-Car Strategies
NEW AND PRE-OWNED VEHICLES

Performance and Analysis
- Appraisal-to-Trade Ratios
- Auctions: Controlling Inventory, Increasing Profits
- CPO Science
- NADA Inventory Planner
- Understand and Manage Used Trucks
- Used-Vehicle Strategies and Solutions
- You Can Make Gross Profit in the Digital Age

Sales
- 13 Never-Before-Shared Strategies to More CPO Sales
- Are You Using a 1980’s Sales Model in a 2015 World
- Benefits & Challenges of a One-Price Selling Strategy
- Cash Management for Heavy Duty Trucks
- Common Mistakes Automotive Salespeople Make
- Execute a “Catch and Keep” Customer Strategy
- Five Strategies for Building a Winning Sales Team
- Front-End Fundamentals Eight Keys to Driving a Sale
- Front-End Fundamentals Eight Keys to Driving a Sale
- Increasing Sales Through Prospecting
- Phone Strategies for Today’s Internet-Savvy Customer
- Save-a-Deal Meetings

Sales (continued)
- Selling Vehicle Safety
- Strategies for Effective Sales Training
- The POWER in Training: Sell a Car Backwards!
- Total View of Customer Insights Drive Showroom Sales
- Trade Appraisals in a Transparent Market
- Unleash the Raging Bull in Your Used Car Department
- Use Vehicle History to Build Consumer Confidence
- What’s Next for Your Sales Department
- Winning Words Language Pathways for Sales & Service
- Used Trucks: The Forgotten Profit Center

Other
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- Cash Management for Heavy Duty Trucks
- Five Myths of Live Chat Debunked…By a Car Dealer
- Income Statement Fundamentals
- Introduction to Automotive Accounting
- The Needs of NextGen Buyers: What Makes Them Click?

PARTS

Marketing
- Accessory Sales 101: Maximize Aftermarket Profit
- Market Beyond the Ordinary with Accessories
- Market Parts and Service to Today’s Online Customer
- Parts Success = Specific Processes and Formulas
- Proven Digital Strategies that Increase Fixed Ops
- Proven Fixed Ops Marketing Tactics You’re Not Using

Performance and Analysis
- Discounting Trucks
- Improving Parts Inventory Efficiency
- Evaluate Parts Inventory Using Your DMS Summary Analysis
- Measure Parts Inventory Performance
- Measuring Parts Department Profitability
- Overcoming Obsolescence
- Parts Checkup: Performance Level Analysis
- Parts Management and Profitability, 3rd ed.

Performance and Analysis (continued)
- The DMS Summary Analysis as a Parts Inventory Management Tool for Commercial Truck Dealers
- Top Five Ideas for Managing Parts Department Inventory Performance
- Your Parts Inventory Treasure or Trash

Recruiting and Retention
- Develop Profitable and Efficient Parts Managers
- Service and Parts Communication: Creating a Fixed Operations Team

Other
- Balance Sheet Fundamentals
- Cash Flow Fundamentals
- Cash Management for Heavy Duty Trucks
- Income Statement Fundamentals
- Introduction to Automotive Accounting
- Unlocking Frozen Capital in Your Parts Department
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**SERVICES**

**Marketing**
- Ivy League Financial Formula for Success in Service
- Let Your Social Media Sell Your Service
- Proven Digital Strategies that Increase Fixed Ops
- Proven Fixed Ops Marketing Tactics You’re Not Using
- Retention, Retention, Retention
- Service Drive Your Other Sales Floor
- Six Simple Changes for a Record Year in Fixed Ops
- Ten Ways to Enhance Service Retention and Profits
- Turn Service Customers into Sales
- Upselling is Not a Dirty Word
- Use RFID & IGR to Improve CSI, Retention, and Sales

**Performance and Analysis (continued)**
- Preparing for a Warranty Audit
- Repair Order Analysis
- RO Cycle Time for Trucks
- Service Department Performance Analysis
- Three Ps of Effective Service Management: Profit, Productivity, Personnel
- What Makes a Perfect Warranty Administrator Perfect
- Service by the Numbers Seven Benchmarks of Success
- Winning Words Language Pathways for Sales & Service

**Recruiting and Retention**
- Recruiting and Developing Technicians
- Recruiting and Retaining Truck Technicians
- Service and Parts Communication: Creating a Fixed Operations Team
- Technician Retention Parts Inventory Management
- The Effective Service Advisor

**Other**
- Balance Sheet Fundamentals
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- Customer Relations: Profits, Not Problems

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- The Internet Challenge: Structuring Your Dealership for Success

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- Choosing and Working With Your CPA
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- Driving Dealership Performance

**Dealer Executive**
- Business Succession Planning (For Dealer’s Eyes Only)
- Dealer Survival Checklist (For Dealer’s Eyes Only)
- Dealership Valuation (For Dealer’s Eyes Only)
- ENERGY STAR® Putting Energy into Profits
- Preventing and Detecting Fraud (For Dealer’s Eyes Only)
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F & I
- Building a Special Finance Department
- Credit Crisis: Implications and Opportunities
- F&I: Selling to All Customers
- Leasing as a Finance Alternative

Legal, Regulatory, and Compliance
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- Employment Verification & Eligibility
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Service
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