



WHAT DO CMD™ CLASSES INCLUDE?

GENERAL MANAGEMENT

You will increase your effectiveness as a business professional and your company's leader.

Key areas of discussion include

- A clear definition of effective management—what it is and what is not;
- Surveying the dealership environment including the surroundings, processes and procedures;
- Analyzing a dealership's performance using the dealership financial statement (strategies are expanded in the Financial Management segment);
- Comparing the dealer's actual performance against industry guidelines and current market;
- Reviewing appropriate dealership personnel;
- Considering all available resources; and
- Establishing a business plan that reflects the goals of the dealership and projects the outcomes.

FINANCIAL MANAGEMENT

You will learn how an extensive analysis of your financials will guide your decision-making and be the basis for all operations.

Key areas of discussion include

- Presentation and extensive explanation of an appropriate financial statement for the independent dealership;
- Understanding working capital including payoffs, CITs, cash and cash equivalents, and physical assets;
- Recognizing indicators of poor financial health including frozen capital and non-working capital;
- Calculating the importance of increasing inventory turn; and
- Determining proper reconditioning

MARKETING AND MERCHANDISING

You will learn effective marketing and merchandising strategies and the basis for each.

Key areas of discussion include

- Analyzing the dealer's current plan's effectiveness;
- Determining the differences between an efficient market place and an inefficient market place when pricing used vehicles and marketing them;
- Calculating the ROI ;
- Considering the dealership's real market place; and
- Drafting a comprehensive marketing plan.