

Dealership

ProfitAbility®

experience your
business future

Empower every individual, in every dealership, to understand and improve their impact on business growth and profitability

As new vehicle registrations continue to fall, manufacturers world-wide are undergoing major structural changes to improve operational efficiency. In addition to ongoing concerns over profit levels and consolidation in the market, current conditions have brought relationships with banks and financiers to the fore, and dealers find themselves contending with new issues. These include, for example, increased finance charges, and restricted ability to borrow for expansion or additional working capital. Customers are also finding it more difficult to arrange finance for new or used vehicle purchases, which has an impact on numbers of units sold.

In this context, every manager, at every stage in the supply chain, sales and after sales process, needs to understand their personal impact on the bottom line.

Dealership ProfitAbility is an innovative and highly interactive learning solution, designed to complement your existing curriculum, and to build skills in financial understanding, commercial acumen and business planning. It does this in the context of running a dealership with new and used sales, parts and after sales service. By understanding how price, inventory and discounting decisions affect profitability and cash flow, managers can increase the financial performance of their own business.

Learning criteria

Dealership ProfitAbility teaches people exactly how profit is made, how cash flow is affected and how each individual can make a difference. Using a unique, board-based simulation — designed to represent a dealership — participants learn how money moves through their business with every decision they make.

Participants learn to plan, forecast, budget and make informed decisions in their daily work. They understand which costs are essential, how to drive profitability in strong or weak markets and how to manage the trade-offs between cash flow and profit.

ProfitAbility works in partnership with all our clients to ensure that the learning is embedded and measured, demonstrably improving business improvement.

Learning outcomes

- Linking dealership decisions to customer satisfaction, sales, marketing success and financial results
- Broader perspective on how different parts of the business work
- Improved understanding of the business KPIs - the drivers of profitability, cash flow and value creation
- Understanding cash flow forecasts, profit and loss accounts, business plans and balance sheets
- Understanding the interdependencies between departments and stages in the supply chain, and how those affect customers and business outcomes



“ The most effective training aid in my 17 year history at Borg Warner Automotive. The visual effect and hands-on is the most effective tool used! ”

Skip Kline
SVP Finance
Borg Warner Automotive

PROFITABILITY®
Business Simulations

www.profitability.com

- Moving the focus to satisfying customers' needs and creating business success
- Understanding how best to manage costs in order to support short- and long-term sales, business growth and profits.

The Business Savvy Survey

No pre-work is required for this simulation, though prior to the programme participants may be asked to do a web-based questionnaire, the Business Savvy Survey. This 15-minute exercise assesses the level of participants' business financial acumen. The result is virtually instantaneous, is only sent to the participant themselves and is confidential. The project sponsor will receive aggregated results to allow them to measure the impact of the simulation.

Furthermore, participants can take the test anytime after the ProfitAbility programme to record exactly how much and where they have improved.

Online solutions

In addition to delivering learning solutions both in their most effective live format – highly interactive classroom-based interventions – we also offer a range of online learning tools to reinforce classroom learning, generate 360 feedback, capture informal learning, and streamline the on-boarding process.

Transforming managers into leaders

Experiential learning — or 'learning by doing' — enables your managers to absorb essential concepts and transfer them directly to their workplace in the form of changed behaviour. Knowledge and business skills are not only increased, but they are also retained and used.

ProfitAbility specialises in working with clients to improve their managers' skills right through the business. We work with you to map out learning journeys, looking for opportunities to impact business outcomes, and our consultants and instructional designers are able to recommend relevant solutions to plug any gaps.

For more than 20 years, ProfitAbility has created solutions focused on acumen, leadership, change management, supply chain and strategy skills for many of the world's top companies.

Call +44 (0)1491 821900 to find out how
ProfitAbility can help you experience a more
profitable future

Summary

Who should attend?

Any manager or leader.
Anyone who wants to improve the business performance of a dealership network.

Clients in this sector include: GKN,
Borg Warner, Ford, Harley Davidson

Class size

18-24 – or can be tailored for a larger group, for example, as part of your conference or event.

Duration

2-3 days (can be flexed to suit your needs, for example, as part of your leadership curriculum)

Customisation

We can rebrand the board, tailor the inputs to reflect the drivers of value in your organisation, or create a bespoke version based on your business.