



# 2014 General Management Executive Program

**Developing today's leaders  
for tomorrow's challenges**



The NCM® Institute Center for Automotive Retail Excellence presents the General Management Executive Program, a comprehensive professional development program that will equip your current and future executives for long-term success in retail automotive management with emphasis in dealership financial and operational best practices.

## Program Objectives

- Provide an all-inclusive General Manager development program, with ongoing support and guidance, to ensure new or future dealer principals, general managers and other executive level managers are well equipped for long-term success.
- Develop the critical knowledge, skills and abilities to analyze and manage departmental and dealership operations for maximum profitability.
- Create and implement documented action plans to effect practical and measurable dealership solutions through the duration of the program and beyond.
- Equip participants to skillfully manage and balance the demands of the dealership with those of a dynamic industry.

## Program Overview

- Class size is limited to 23 students.
- There are 6 sessions, held every other month for 11 months.
- Each session is 2 ½ days in duration; courses are held at NCM Associates Headquarters in Overland Park, KS.
- Classroom instruction is held continuously each day, with individual or group work in the evenings.
- Course participants can keep in touch between sessions on NCM's secure member website.
- The core program is facilitated by members of the NCM Institute faculty; each instructor is actively working in dealerships with their clients and brings deep retail automotive management experience to the classroom.

In order to drive positive dealership performance throughout the entire General Management Executive Program, NCM employs the following strategies:

- Utilization of the NCMi Guarantee of Action (GOA) Process, whereby attendees are required to develop, quantify, document, implement, monitor, and regularly report on at least seven (7) faculty-approved Action Plans following each of the first five training sessions.
- Monthly review and critique of the dealership's NCM Financial Composite by both faculty and student to identify opportunities for improvement and track progress of sales, gross, profitability, personnel productivity, and other key metrics.
- Integration of certain Variable Operations improvement initiatives within each of the course sessions. In order to maximize the profitability of the dealership, Variable Operations must always be a focus item. Agenda time will be consistently devoted to this core competency.

# Program Agenda

<b>Session One</b> March 3-5, 2014	Primary Curriculum: Accountability Management and Financial Understanding Secondary Curriculum: Opportunity Management in Variable Operations
<b>Session Two</b> May 5-7, 2014	Primary Curriculum: Service and Parts Department Management Secondary Curriculum: Sales and Gross Planning for Variable Operations
<b>Session Three</b> July 7-9, 2014	Primary Curriculum: Service and Parts Department Management (Continued) Secondary Curriculum: Introduction to Used Vehicle Management
<b>Session Four</b> Sept 8-10, 2014	Primary Curriculum: Used Vehicle Management (Continued) Secondary Curriculum: Digital Marketing and Internet Management
<b>Session Five</b> Nov 3-5, 2014	Primary Curriculum: Digital Marketing and Internet Management (Continued) Secondary Curriculum: General Sales Management
<b>Session Six</b> Jan 5-7, 2015	Primary Curriculum: Financial Services Management Secondary Curriculum: Analysis of Lost Profit Opportunities; SSI and CSI Management; Review of Each Department

## Student Responsibilities

- Registration and tuition must be paid in full by February 17th, 2014; if payment is not received, the seat will be released to students on the waiting list. Early registration discounts apply if registration is received before December 31st, 2013.
- Travel, room and board expenses are not included in the program fee. Contact NCM Travel Solutions at 800.242.3260 for travel assistance.
- Students are expected to participate in all class sessions and complete all inter-session assignments in order to be awarded a certificate of completion.
- Student must bring a laptop computer, equipped with Microsoft Word, Excel and PowerPoint, to each session for use with in-class exercises.



# 2014-2015 General Management Executive Program

## Course Dates

### Session 1 — March 3-5, 2014

Accountability Management & Financial Understanding  
Opportunity Management in Variable Operations

### Session 2 — May 5-7, 2014

Service & Parts Department Management  
Sales & Gross Planning for Variable Operations

### Session 3 — July 7-9, 2014

Service & Parts Department Management (Cont.)  
Introduction to Used Vehicle Management

### Session 4 — September 8-10, 2014

Used Vehicle Department Management (Cont.)  
Digital Marketing & Internet Management

### Session 5 — November 3-5, 2014

Digital Marketing & Internet Management (Cont.)  
General Sales Management

### Session 6 — January 5-7, 2015

Financial Services Management  
Analysis of Lost Profit Opportunities; SSI and CSI  
Management; Review of Each Department

## Applicant Information

Applicant Name: \_\_\_\_\_ Title: \_\_\_\_\_

Dealership Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Direct Dial Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Dealership Information

Franchises held: \_\_\_\_\_

Financial statement to be used by applicant: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Group #: \_\_\_\_\_ Member #: \_\_\_\_\_

## Tuition/Refund Policy

Annual Tuition: \$9,750. \$3,000 deposit required at time of registration with balance due by February 17, 2014.

Early registration discount applies for registrations received by December 31, 2013. Refund schedule will be as follows:

Cancellation on or before Session 1 – \$6,000

Cancellation on or before Session 2 – \$4,500

Cancellation on or before Session 3 – \$2,000

No refund will be awarded after completion of Session 3.

I have carefully reviewed all of the information in this application and agree to adhere to the program requirements.

Print Name: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_



Please return completed application via email to [ncmi@ncm20.com](mailto:ncmi@ncm20.com), via fax to 913.649.7429, or mail to:  
NCM Associates, 10551 Barkley, Suite 200, Overland Park, KS 66212. Call 866.756.2620 with questions.