

# Proven knowledge that drives results.

## Ally Training Catalog

**ally** do it right.



# Helping you drive your bottom line drives us.

At Ally Academy, the difference is in the details and our unwavering commitment to helping you power your performance. We’re dedicated to understanding your unique needs and delivering a custom-tailored training solution to help you drive the results you desire.

From virtual, to in-dealership and off-site classes, we offer a full range of learning opportunities and subjects for every level of your operation. We invite you to browse this catalog of course options and let us help train your team, so you can take care of your business.

For more information, contact your Ally Account Executive, email [allyacademy@ally.com](mailto:allyacademy@ally.com) or visit [allyacademy.com](http://allyacademy.com).



ALLY ACADEMY

**Find your course.**  
For your added convenience, we’ve included a handy checklist of questions with each course description to help you determine if the curriculum is right for you or your staff.

It’s just another way, we do it right to help you advance your automotive education and results.

## Our training courses.

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LOCATION:

●

IN-DEALERSHIP

●

OFF-SITE

●

VIRTUAL

# Compliance & risk awareness.



## Fraud awareness.

IN-DEALERSHIP, OFF-SITE, VIRTUAL | 2-3 HOURS

DEALERSHIP ROLE: Salespeople, Sales/Desk Managers, Internet Sales Managers, Finance Managers, Finance Directors, GM's/GSM's

The news is reporting more and more about fraud happening throughout various types of transactions. In this course, you will learn about some of the types of fraud Ally is seeing in the retail automotive space and ways dealerships can help protect themselves.

### ASK YOURSELF THESE QUESTIONS.

|  | Yes                      | No                       |
|--|--------------------------|--------------------------|
| Do your Salespeople, Desk Managers, and F&I Managers understand what to look for to identify people trying to commit fraud?                            | <input type="checkbox"/> | <input type="checkbox"/> |
| Does your staff know what a CPN is or know what to do if a customer tells them they're using it on an application?                                     | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you have plans and controls in place to handle remote deliveries while maintaining due diligence as you would if the customer were in the showroom? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you have a process to mitigate the risk of accepting fraudulent stipulations?   | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you have a plan for sales staff to identify fraudulent drivers' licenses?   | <input type="checkbox"/> | <input type="checkbox"/> |

## AFIP certification bootcamp.

IN-DEALERSHIP, OFF-SITE, VIRTUAL | 2 DAYS INCLUDING A PROCTORED EXAM

DEALERSHIP ROLE: Salespeople, Sales/Desk Managers, Internet Sales & Managers, Finance Managers, Finance Directors, GM's/GSM's

Give your team the tools they need to understand state and federal regulations. AFIP (the Association of Finance and Insurance Professionals) offers the industry gold-standard in compliance training. And, Ally instructors are endorsed by AFIP to facilitate their compliance training.

## Ally - exclusive ADCO training packages.

We're excited to offer dealers special pricing and bundled offerings exclusive to Ally from the industry's leader in compliance, ADCO (the Association of Dealership Compliance Officers). These offerings can help you understand how to stay on top of changing regulations and train your staff on how to maintain compliance. Talk to your Ally representative for information on how you can connect with ADCO.



Legal awareness with ECOA certification.

IN-DEALERSHIP, OFF-SITE, VIRTUAL | 3 HOURS

DEALERSHIP ROLE: Salespeople, Sales/Desk Managers, Internet Sales Managers, Finance Managers, Finance Directors, Service Managers, GM's/GSM's

Laws and regulations change faster than the technology in new cars. That's why it's so important for dealership personnel to stay current. Through Legal Awareness with ECOA Certification, Ally Academy offers an explanation of some of the laws potentially affecting the industry and penalties for violation in a thought-provoking and easy-to-understand instructor-led class. Learners are alerted to the importance of assessing their own job-specific risks and will be able to immediately apply what they learned.

ASK YOURSELF THESE QUESTIONS.

|   |                          |                          |
|---|--------------------------|--------------------------|
| Do people at the dealership always lock their computer and lock away all private customer information every time they step away from their desk/office? | Yes                      | No                       |
|   | <input type="checkbox"/> | <input type="checkbox"/> |
| Does your staff fully understand the rules and regulations regarding marketing/advertising messages and what can be considered misleading?              |                          |                          |
|   | <input type="checkbox"/> | <input type="checkbox"/> |
| Does your dealership have a process for effectively managing and abiding by all "Do Not" lists?   |                          |                          |
|   | <input type="checkbox"/> | <input type="checkbox"/> |
| Does the dealership have a defined process to ensure contracts are fully and accurately disclosed to your customers?                                    |                          |                          |
|   | <input type="checkbox"/> | <input type="checkbox"/> |
| Does everyone at the dealership know what is required of them under the FTC's Used Car Rule?  |                          |                          |
|   | <input type="checkbox"/> | <input type="checkbox"/> |



Enroll today for the results you want.

We help take care of your team training so you can take care of business.

Contact your Ally Account Executive, email us at [allyacademy@ally.com](mailto:allyacademy@ally.com) or visit [allyacademy.com](https://allyacademy.com).

F&I.



## Customized solutions.

IN-DEALERSHIP | VARIES

DEALERSHIP ROLE: General Sales Managers, Sales/Desktop Managers, F&I Directors, F&I Managers

Conducted in your dealership, our trainers evaluate your dealership variable operations processes on-site. Subjects of focus include, but are not limited to, conducting an effective sales to F&I turnover, proper customer interviewing techniques, menu presentation, and resolving customer concerns all designed to increase profitability in an easy to understand process.

ASK YOURSELF THESE QUESTIONS.

Yes

No

Is your Finance Manager or Finance Department underperforming?

☐

☐

Does your Finance Manager properly conduct a customer interview?

☐

☐

Does your Finance Manager properly create and present a menu to every customer?

☐

☐

Does your Finance Manager struggle with resolving customer concerns?

☐

☐

## F&I foundations.

IN-DEALERSHIP, OFF-SITE, VIRTUAL | 4 HOURS

DEALERSHIP ROLE: New F&I Managers, Salespeople transitioning to F&I

This course helps new F&I Managers or those transitioning to an F&I role. It provides foundational skills to help your employees become more effective F&I Managers.

ASK YOURSELF THESE QUESTIONS.

Yes

No

Are you ready to promote into F&I but they have no experience?

☐

☐

Have you identified an employee that you would like to prepare to go into F&I?

☐

☐

Does your F&I Manager lack some basic skills?

☐

☐

Having trouble building a relationship with finance companies?

☐

☐

One of the big advantages of Ally training is they are actually willing to come out to our store and do the training. It allows us to be able to continue to run our business, but still have training in the dealership.

Jimmy Sisneros – General Manager  
Motor City

## F&I management 2-day.

IN-DEALERSHIP, OFF-SITE | 2 DAYS

DEALERSHIP ROLE: Salespeople, Sales/Desktop Managers, Internet Sales Managers, Finance Managers, Finance Directors

This 2-day 15.5 hour session is designed to provide high-level training for those that need a better understanding or a refresher of the overall F&I management process. You can expect to walk away from this course with a general or renewed understanding of F&I management fundamentals.

## F&I management 3-day virtual.

VIRTUAL | 3 DAYS

DEALERSHIP ROLE: Salespeople, Sales/Desktop Managers, Internet Sales Managers, Finance Managers, Finance Directors

We’ve taken our traditional instructor-led F&I management curriculum and reimagined it to deliver virtually. Over 10.5 hours, learners will explore how to help make the customer transition from Sales to F&I seamless, conduct a more effective customer interview and maximize each sales opportunity, plus so much more.

### ASK YOURSELF THESE QUESTIONS FOR BOTH COURSES.

Yes

No

Are you considering promoting a Sales Associate to the Finance Department?

☐

☐

Would you like to build a solid foundation for a newly hired or promoted Finance Manager?

☐

☐

Does your seasoned veteran Finance Manager need a refresher?

☐

☐

Does your Finance Department lack a proven process?

☐

☐

At Ally Academy we help take care of your team training so you can take care of business.

## F&I master skills | two-minute drill.

IN-DEALERSHIP, OFF-SITE, VIRTUAL | 2 HOURS  
DEALERSHIP ROLE: Salespeople, Sales/Desk Managers, Internet Sales Managers, Finance Managers, Finance Directors

The F&I process begins with a proper turnover from the Sales Consultant to the F&I Department. This class will teach the importance of the sales process including the “Two-Minute Drill”.

ASK YOURSELF THESE QUESTIONS.

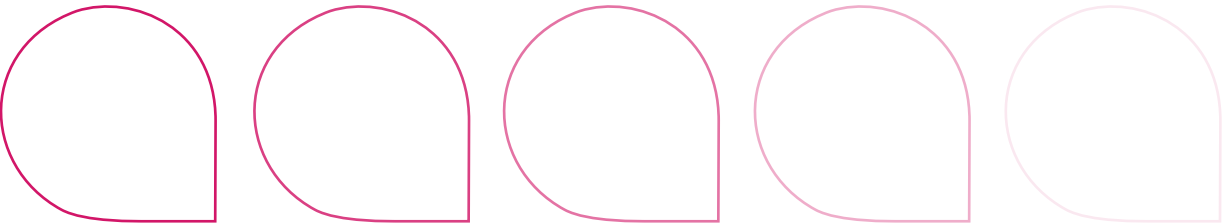
YesNo

Does your Sales Department have a smooth transition to the Finance Department?

Is your Finance Manager doing their due diligence with every deal?

Does your Finance Manager ask the right questions?

Does your Finance Manager struggle building rapport with customers?



## F&I master skills | customer interview.

IN-DEALERSHIP, OFF-SITE, VIRTUAL | 2 HOURS  
DEALERSHIP ROLE: Salespeople, Sales/Desk Managers, Internet Sales Managers, Finance Managers, Finance Directors

Effective selling begins with properly identifying your customer’s wants and needs. This class builds off the “Two-Minute Drill” and continues the F&I product delivery system. The focus is on gathering the proper information from the customer so F&I can build an effective menu presentation. Learners will experience the science and psychology behind the customer interview.

ASK YOURSELF THESE QUESTIONS.

YesNo

Does your Finance Department not see value in a proper Customer Interview?

Does your Finance Department know how to properly communicate with your customers?

How to uncover customer pain points?

Does your Finance Manager struggle building rapport with customers?

## F&I master skills | Ally products.

IN-DEALERSHIP, OFF-SITE, VIRTUAL | 2 HOURS  
DEALERSHIP ROLE: Salespeople, Sales/Desk Managers, Internet Sales Managers, Finance Managers, Finance Directors

Effective F&I Managers understand the features and benefits of Ally F&I products. This course focuses on providing the learner with the need-to-know facts of Ally products and strategies to build value for each of the products. Learners will review all of the Ally F&I Products and Services.

## F&I master skills | mastering the menu method.

IN-DEALERSHIP, OFF-SITE, VIRTUAL | 3 HOURS  
DEALERSHIP ROLE: Salespeople, Sales/Desk Managers, Internet Sales Managers, Finance Managers, Finance Directors

Learners will master the art of creating a menu to more accurately reflect the customer’s wants and needs, how to address key customer pain points, effectively navigate and utilize a four-column menu, identify customer concerns, and how to implement the practice of maximizing the three opportunities to ask for the sale. This class is beneficial for F&I Mangers at every level, from novice to expert.

### ASK YOURSELF THESE QUESTIONS.

YesNo

Does your Sales or Finance Department lack understanding of the features and benefits of your F&I products?

Does your Sales or Finance Department struggle building value in your F&I products?

Does your Sales or Finance Department need a review of all your F&I products?

### ASK YOURSELF THESE QUESTIONS.

YesNo

Is your Finance Department using a one-size-fits-all menu?

Do you want to learn how to structure your menu based on the customer interview?

Do you want to see an increase in your PPD?

Do you want to learn the power of “You told me”?

Is your Finance Department compliant when disclosing the menu?



F&I master skills | closing techniques.

IN-DEALERSHIP, OFF-SITE, VIRTUAL | 2 HOURS  
DEALERSHIP ROLE: Salespeople, Sales/Desk Managers, Internet Sales Managers, Finance Managers, Finance Directors

It has been said that the selling starts when the customer says “no”. During this session Ally provides some potential closing techniques and pinpoints the opportunities to utilize this skill. Learners will be exposed to and will practice potential payment closing techniques. In addition, learners will learn and practice potentially impactful benefit closing techniques. This course is a must for all F&I Managers no matter the tenure and skillset.

ASK YOURSELF THESE QUESTIONS.

|  | Yes                      | No                       |
|--|--------------------------|--------------------------|
| Does your Finance Department struggle with resolving customer concerns?              | <input type="checkbox"/> | <input type="checkbox"/> |
| Can your Finance Department identify a concern over an objection?                    | <input type="checkbox"/> | <input type="checkbox"/> |
| Would you like to have scripted responses to price and value objections?             | <input type="checkbox"/> | <input type="checkbox"/> |
| Can you say that your Finance Department has the proper skillset to handle concerns? | <input type="checkbox"/> | <input type="checkbox"/> |

Understanding the underwriters’ side.

IN-DEALERSHIP, OFF-SITE, VIRTUAL | 2-3 HOURS  
DEALERSHIP ROLE: Owners, Dealer Principals, Variable Directors, F&I Managers, Sales Managers, GM’s/GSM’s

Ever wonder how the finance source decides to approve or decline a deal? Take the opportunity to experience a deal from an Ally credit buyer’s perspective. Gain insights that can help you communicate and collaborate more effectively with Ally.

ASK YOURSELF THESE QUESTIONS.

|   | Yes                      | No                       |
|---|--------------------------|--------------------------|
| Have you ever seen a deal worked from the underwriter’s perspective?                      | <input type="checkbox"/> | <input type="checkbox"/> |
| Are you aware of all exceptions that can qualify a deal?                                  | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you had a held offering over the last month?   | <input type="checkbox"/> | <input type="checkbox"/> |
| Does your dealership staff have a process for when a deal lands outside of the “buy box”? | <input type="checkbox"/> | <input type="checkbox"/> |

Fixed operations.



Service drive consultation.

IN-DEALERSHIP | VARIES  
DEALERSHIP ROLE: Service Advisors, Service Managers, GM's/GSM's

**Part 1 – Assess**  
Our Fixed Operations Consultants will perform an initial Service Drive Assessment to identify your unique needs and work closely with your management team to develop a personalized plan of action. We'll analyze your DMS reports and financial statement to identify opportunities to increase departmental performance in areas such as:

- Income development/profitability
- Menu presentations/recommendations
- Selling skills/overcoming objections
- Customer satisfaction/retention
- KPI/measuring performance
- Service drive process development

**Part 2 – Report: Performance Tracking and Goal Setting**  
A customized written service drive process utilizing industry standards and Ally best practices will be implemented, complete with baseline metrics for customer pay hours per repair order, effective labor rate, dollars per RO and CSI. Continuous evaluation and written progress reports will be provided through scheduled dealer visits to gauge compliance with new processes and review of established metrics.

**Part 3 – Engage: Process Training, Role-Play, Coaching, and Feedback**  
Ongoing classroom style and live-on-the-drive training conducted in the following areas:

- Exceptional customer experience/relationship building
- Service drive process training covering the initial meet and greet, vehicle walk-arounds, menu presentations, repair order write-up, customer communication process, and active delivery
- Proper phone skills and appointment setting for shop loading
- And much more!

ASK YOURSELF THESE QUESTIONS.

|   | Yes                      | No                       |
|---|--------------------------|--------------------------|
| Does your dealership have a robust process in place for each step of the advisor's customer interaction?  | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you provide process training for your Service Advisors that focuses on customer satisfaction, retention, profitability, and resolving concerns?  | <input type="checkbox"/> | <input type="checkbox"/> |
| Does your Fixed Ops Managers/Directors/Service Managers know how your effective labor rate, hours per repair order, labor and parts sales per repair order drive department profitability and fixed absorption? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do your Fixed Ops Managers/Directors/Service Managers track and monitor employee and department performance to help drive results?  | <input type="checkbox"/> | <input type="checkbox"/> |

Service management training.

IN-DEALERSHIP, OFF-SITE, VIRTUAL | VARIES  
DEALERSHIP ROLE: Service Advisors, Service Managers, GM's/GSM's

Our Fixed Operations Consultants will work with your management team to help you elevate your service department to the next level. It begins with focusing on providing your customers with an exceptional customer service experience. We will demonstrate ways to optimize processes, develop your personnel and analyze KPIs that will drive business and keep customers coming back. We will work with your team to build action plans around exceptional service, evaluate and measure performance, establish departmental goals and increase compliance. Learn how to empower your employees to be their best by using individual benchmarks and accountability, create a foundation for customer service success by installing proven processes, reviewing pay plans, and working on pricing strategies.

Financial statement analysis.

IN-DEALERSHIP, VIRTUAL | VARIES  
DEALERSHIP ROLE: Service Managers, GM's/GSM's

Our Fixed Operations Consultants will perform an in-depth year-over-year trend analysis of your service department financial statement and make recommendations to increase profitability or reduce expenses based upon industry trends and best practices. A detailed breakdown of sales, gross profit, and expense accounts, as well as an evaluation for proper account mapping, unapplied labor and pay plan structure will be included with this analysis.

ASK YOURSELF THESE QUESTIONS.

|   | Yes                      | No                       |
|---|--------------------------|--------------------------|
| Does your GM have experience working in the Fixed Operations Department of your dealership?   | <input type="checkbox"/> | <input type="checkbox"/> |
| Do your Fixed Ops Managers/Directors understand their part of the operating report? Can they use it as a management tool?                   | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you create a forecast that focuses on maximizing available hours, and technician proficiency to ensure every hour available is utilized? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do your Fixed Ops Managers/Directors understand the impact they can have on the ability of the dealership to retail vehicles?               | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you make your Parts Department a priority?   | <input type="checkbox"/> | <input type="checkbox"/> |

Warranty reimbursement review.

IN-DEALERSHIP, VIRTUAL | VARIES  
DEALERSHIP ROLE: Service Managers, GM's/GSM's

Our Fixed Operations Consultants will conduct a Warranty Reimbursement Review (WRR) to identify customer pay repair orders with “warranty-like repairs” to submit for a warranty labor rate and/or parts markup adjustment. A proforma can be provided to show the projection of the potential warranty labor and/or parts markup adjustment based on the dealer’s warranty payment receivables and effective customer pay rates. Each repair order is analyzed to ensure accuracy and to provide the best possible results. If a reimbursement rate is considered, our team will work with the dealer to help prepare the required documentation for the dealer submission to the manufacturer.

ASK YOURSELF THESE QUESTIONS.

|  | Yes                      | No                       |
|--|--------------------------|--------------------------|
| Does your Fixed Ops Managers/Directors/Service Manager understand the manufacturer and state guidelines for submitting a warranty rate increase? | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you ever requested a manufacturer warranty rate increase for your warranty labor rate or parts mark-up percentage?                          | <input type="checkbox"/> | <input type="checkbox"/> |
| If so, was it recently like within the last year?  | <input type="checkbox"/> | <input type="checkbox"/> |



Warranty consultation.

IN-DEALERSHIP, VIRTUAL | VARIES  
DEALERSHIP ROLE: Service Advisors, Service Managers, GM's/GSM's

Our Fixed Operations Consultants will analyze your warranty expense reports to identify drivers in high-expense areas, review warranty repair orders for non-compliance with the manufacturer policy and procedure guidelines, and possible missed revenue opportunities.

During the Warranty Consultation process, our team will work with your Service Manager, Warranty Administrator, Service Advisors and Technicians to improve their knowledge and understanding in the following areas:

- Proper repair order write-up and customer concern documentation
- Repair order review including, how to comply with manufacturer policies & procedures, plus unrealized revenue
- Manufacturer warranty expense report analysis to identify repair trends and/or high-frequency repairs
- Requirements to properly document repair orders including management documentation and best practices
- Warranty claims payment receivable schedule review

After the Warranty Consultation has been performed, our team will provide a detailed assessment identifying the potential debits and areas for improvement.

ASK YOURSELF THESE QUESTIONS.

|  | Yes                      | No                       |
|--|--------------------------|--------------------------|
| Have you heard of an automotive dealer going through a manufacturer audit or had one yourself?   | <input type="checkbox"/> | <input type="checkbox"/> |
| Does your Fixed Ops Managers/Directors/Service Managers have the knowledge and experience to review your warranty claims for compliance? | <input type="checkbox"/> | <input type="checkbox"/> |
| Is your warranty receivable schedule current or do you have past due claim payments?   | <input type="checkbox"/> | <input type="checkbox"/> |
| Are you aware of your potential warranty chargebacks due to non-compliance?  | <input type="checkbox"/> | <input type="checkbox"/> |
| Does your Service Department receive any type of compliance with manufacturer warranty requirements training?                            | <input type="checkbox"/> | <input type="checkbox"/> |

For more information, contact an ally fixed operations consultant today.  
1-833-304-2559 | fixedops@ally.com  
allyfixedops.com

Dealership management.

"Ally offers more training opportunities than most of the finance providers that we've worked with in the past, both in the dealership as well as other offerings."

Richard Stephens – Dealer Principal  
Stephens Automotive Group



Dealer expertise assessment.

OFF-SITE, VIRTUAL | 2-3 DAYS  
DEALERSHIP ROLE: Sales/Desktop Managers, Internet Sales Managers, Finance Managers, Finance Directors, GM's/GSM's

When it comes to running your dealership effectively, how do you rate yourself? This exciting competency-based training can help assess where you stand by putting you through a rigorous "day in the life" of a dealer simulation to evaluate you on the Business/Management, Interpersonal, Leadership and Personal Attribute skills you'll need to run your store.

ASK YOURSELF THESE QUESTIONS.

Yes

No

Do you have a process in place to identify individuals strengths and weakness in the entire dealership's operations?

☐

☐

Do you have the ability to develop a road map for each individual you have at the dealership to take the next step in their career?

☐

☐

Do you have a way to determine if your managers understand cash management?

☐

☐

Do your managers have a way to identify knowledge gaps for individuals who they would like to promote?

☐

☐

Do you have staff ready to take on new positions if your operations expand?

☐

☐

Expense management.

IN-DEALERSHIP, VIRTUAL | VARIES  
DEALERSHIP ROLE: Dealer Principals, GM's, Office Managers

As margin compression creates challenges for dealers, it's more important than ever to be able to understand every expense for each department. Even more important is the ability to dive deeper than the operating report to reveal exactly what your expenses are comprised of, and where you might be able to trim some fat. Our Expense Management training will teach dealers to regularly review and examine expenses to help identify where they might be spending too much, or maybe too little in certain areas. Learners will be able to implement a plan to constantly monitor and track expenses to help facilitate effective, responsible spending for the long run.

ASK YOURSELF THESE QUESTIONS.

Yes

No

Have you done a thorough review of your dealership expenses in the last 6 months?

☐

☐

Do you know how your expenses compare to standards established by your OEM and/or NADA?

☐

☐

Do you have a collaborative approach for establishing budgets and expense guidelines for departments at your dealership?

☐

☐

Do you have a clear and defined process for PO approvals at your dealership?

☐

☐

Managing fixed operations (MFO).

IN-DEALERSHIP, OFF-SITE, VIRTUAL | 2.5 DAYS  
DEALERSHIP ROLE: Dealer Principals, GM's, Fixed Operations Directors, Service Managers, Parts Managers

This immersive training simulation will put learners in charge of a struggling dealership as part of the new fixed operations management team, reporting to the group's executive management team. Participants will compete in a virtual dealership group environment and make three consecutive months of leadership, process and financial decisions to drive improvement of multiple service & parts metrics and overall dealership health. Learners will also take a deep dive into a dealership operating report to dissect and understand the meaning behind fixed operations performance metrics and demonstrate what it takes to drive those metrics in the right direction.

Managing retail operations (MRO).

IN-DEALERSHIP, OFF-SITE, VIRTUAL | 3.5 DAYS  
DEALERSHIP ROLE: All dealership management staff and individuals looking to become managers, including owners and dealer principals.

We take four months in the life of a dealership and show you how to maximize its sales and profits. This realistic simulation is an application-based training program based on real-world experience. Locate problems, identify possible solutions, develop opportunities for improvement, and maximize the interdependent relationship between all departments. The class provides a chance to immerse yourself in a dealership operating report to identify and analyze dealership needs and market opportunities.

ASK YOURSELF THESE QUESTIONS.

Yes

No

Does your GM have experience working in the Fixed Operations Department of your dealership?

☐

☐

Do your Fixed Ops Managers/Directors understand their part of the operating report? Can they use it as a management tool?

☐

☐

Do you create a forecast that ensures every hour available for sales is taken advantage of; keeping techs highly utilized and highly productive?

☐

☐

Do your Fixed Ops Managers/Directors understand the impact they can have on the ability of the dealership to retail vehicles?

☐

☐

Do you make your Parts Department a priority?

☐

☐

ASK YOURSELF THESE QUESTIONS.

Yes

No

Do your managers have a structured way to approach forecasting for their departments?

☐

☐

Do all of your managers get along and handle conflict appropriately?

☐

☐

Do your managers understand the sources and uses of cash within the dealership and how it impacts your overall operations?

☐

☐

Does your compensation plan support your forecast?

☐

☐

Do you take a targeted approach to advertising?

☐

☐



# Leadership.



## 5 dysfunctions of a team.

IN-DEALERSHIP, OFF-SITE | 8 HOURS

DEALERSHIP ROLE: Salepeople, Sales/Desktop Managers, Internet Sales Managers, Finance Managers, Finance Directors, Service Advisors, Service Managers, GM's/GSM's

Teamwork doesn't require great intelligence insights or masterful tactics. More than anything else, it comes down to courage and persistence. This workshop is very practical, moves quickly and yields specific, immediate results that can help improve your team's performance. Patrick Lencioni, founder and author of *The 5 Dysfunctions of a Team*, outlines a powerful model and actionable steps that can be used to help overcome hurdles and build cohesive, effective teams.

### ASK YOURSELF THESE QUESTIONS.

|   | Yes                      | No                       |
|---|--------------------------|--------------------------|
| Does your team spend too much time undermining each other?                | <input type="checkbox"/> | <input type="checkbox"/> |
| Are team dynamics standing in the way of your success?                    | <input type="checkbox"/> | <input type="checkbox"/> |
| Are your meetings ineffective because no one talks about the real issues? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do your teams avoid conflict at all costs?                                | <input type="checkbox"/> | <input type="checkbox"/> |
| Are you frustrated with lack of accountability on your teams?             | <input type="checkbox"/> | <input type="checkbox"/> |

## Crucial conversations.

IN-DEALERSHIP, OFF-SITE | 2 DAYS

DEALERSHIP ROLE: Dealers, GM's/GSM's, Sales Managers, F&I Managers, Service Managers, Controllers, Etc.

A crucial conversation is a discussion between two or more people where the stakes are high, opinions vary, and emotions run strong. When conversations turn crucial, people tend to follow one of two ineffective paths: they either speak directly and abrasively to get the results they want but harm relationships, or they remain silent with the hope of preserving relationships only to sacrifice results. Crucial Conversations gives people the skills to step into disagreement – rather than over or around it – and turn disagreement into dialogue for improved relationships and results.

### ASK YOURSELF THESE QUESTIONS.

|   | Yes                      | No                       |
|---|--------------------------|--------------------------|
| Do you need help identifying problems that contribute to poor results and struggling relationships? | <input type="checkbox"/> | <input type="checkbox"/> |
| Would you like to learn how to spot the warning signs that indicate conflict in relationships?      | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you struggle in expressing strong opinions without shutting down others' viewpoints?             | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you want to be clear with yourself and others about what you really want?                        | <input type="checkbox"/> | <input type="checkbox"/> |



Emotional Intelligence™ – TalentSmart.

IN-DEALERSHIP, OFF-SITE | 8 HOURS

DEALERSHIP ROLE: Salespeople, Sales/Desktop Managers, Internet Sales Managers, Finance Managers, Finance Directors, Service Advisors, Service Managers, GM's/GSM's

Emotional intelligence (EQ) is the other kind of smart. When emotional intelligence first appeared to the masses in 1995, it served as the missing link in a peculiar finding: People with average IQs outperform those with the highest IQs 70% of the time. This anomaly threw a massive wrench into the assumption many people always had, that IQ was the sole source of success. Decades of research now point to EQ as the critical factor that sets star performers apart from the rest of the pack. Emotional intelligence is the “something” in each of us that is a bit intangible. It affects how we manage behavior, navigate social complexities and make personal decisions that achieve positive results. Emotional intelligence is made up of four core skills that pair up under two primary competencies: personal competence and social competence. Learn tips for maximizing your EQ with this course.

ASK YOURSELF THESE QUESTIONS.

|  | Yes                      | No                       |
|--|--------------------------|--------------------------|
| Do you need help developing the skills to succeed in any role that requires interaction with other people?   | <input type="checkbox"/> | <input type="checkbox"/> |
| Are you working on your ability to identify and manage your emotions in the workplace?                       | <input type="checkbox"/> | <input type="checkbox"/> |
| Are you trying to navigate complex social situations that require an understanding of multiple perspectives? | <input type="checkbox"/> | <input type="checkbox"/> |
| Would you like to communicate your feelings in a way that promotes healthy results?                          | <input type="checkbox"/> | <input type="checkbox"/> |

Situational Leadership II®.

IN-DEALERSHIP, OFF-SITE | 8 HOURS

DEALERSHIP ROLE: Salespeople, Sales/Desktop Managers, Internet Sales Managers, Finance Managers, Finance Directors, Service Advisors, Service Managers, GM's/GSM's

Situational Leadership® II (SLII) is recognized as both a business language and a framework for employee development that transcends cultural, linguistic, and geographical boundaries. It teaches leaders to diagnose the needs of an individual or a team, and then uses the appropriate leadership style to respond to those needs. Leveraging the award-winning learning design from The SLII Experience, Situational Leadership® II has become the world's most taught leadership training model. It uses game-changing techniques that immerse learners in SLII quickly, deeply and effectively.

ASK YOURSELF THESE QUESTIONS.

|  | Yes                      | No                       |
|--|--------------------------|--------------------------|
| Do your managers need help coaching team members toward their goals?         | <input type="checkbox"/> | <input type="checkbox"/> |
| Are your managers using effective techniques to assess individual strengths? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you need a model for setting effective SMART goals?                       | <input type="checkbox"/> | <input type="checkbox"/> |
| Do your team members need help diagnosing their own development levels?      | <input type="checkbox"/> | <input type="checkbox"/> |
| Could you benefit from a common language for coaching and development?       | <input type="checkbox"/> | <input type="checkbox"/> |

Sales training.



A-Z sales process – Alpha to Omega seminar.

IN-DEALERSHIP, OFF-SITE | 2 DAYS

DEALERSHIP ROLE: Dealer Principals, GM’s/GSM’s, Sales Managers, Sales Associates

Ally’s Alpha to Omega Seminar provides high level training so dealerships can develop an A-Z sales process within their store. The A-Z sales process training teaches a simple and seamless purchase experience for dealership customers. Our seminar will instill processes that can improve response times and deliver a consistently great customer experience. After course completion, participants will be able to confidently take the customer through the sales process from the meet-and-greet to delivery of the vehicle including the presentation and sale of F&I products.

ASK YOURSELF THESE QUESTIONS.

|  | Yes                      | No                       |
|--|--------------------------|--------------------------|
| Are you interested in implementing a one touch process but don’t know how?             | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you want a seamless process that consistently delivers a great customer experience? | <input type="checkbox"/> | <input type="checkbox"/> |
| Are your sales associates struggling with product presentation?                        | <input type="checkbox"/> | <input type="checkbox"/> |
| Are they properly presenting a 4 column menu?  | <input type="checkbox"/> | <input type="checkbox"/> |
| Can your sales associates resolve customer concerns?                                   | <input type="checkbox"/> | <input type="checkbox"/> |

Business development center (BDC) training.

IN-DEALERSHIP, VIRTUAL | 2.5 HOURS

DEALERSHIP ROLE: Internet Sales, Sales Consultants

The BDC is the communication hub in today’s busy dealerships. This class will elevate BDC representative essential skills with hands-on training that will help convert call-in opportunities to in-person appointments.

ASK YOURSELF THESE QUESTIONS.

|  | Yes                      | No                       |
|--|--------------------------|--------------------------|
| Does your BDC Department need help converting phone leads to appointments?                     | <input type="checkbox"/> | <input type="checkbox"/> |
| Does your BDC handle incoming calls effectively?   | <input type="checkbox"/> | <input type="checkbox"/> |
| Does your BDC Department need help providing relevant and timely information to call-in leads? | <input type="checkbox"/> | <input type="checkbox"/> |

“With the Ally training that we’ve done, we’ve definitely seen an increase in our PVR. Our penetration of product sales has gone up in all of our stores.”

**Richard Stephens** – Dealer Principal  
Stephens Automotive Group

Leasing essentials.

IN-DEALERSHIP, OFF-SITE, VIRTUAL | 1 DAY

DEALERSHIP ROLE: Salespeople, Sales/Desk Managers, Internet Sales Managers, Finance Directors, Finance Managers

Leasing is an important part of your overall portfolio. That’s why you should consider our Leasing Essentials class. It’s customized to the specific needs of your store, your market, and the experience level of your staff. Participants are taught how to present leasing with confidence, optimizing the deal while maintaining customer satisfaction. Our Leasing Essentials class will teach you tips for how to enhance customer retention and create near-term leads for your Customer Service Center (CSC) or your Business Development Center (BDC).

ASK YOURSELF THESE QUESTIONS.

|  | Yes                      | No                       |
|--|--------------------------|--------------------------|
| My sales team has a full understanding of how a lease works, the proper terminology, and can effectively explain leasing to customers? | <input type="checkbox"/> | <input type="checkbox"/> |
| Does your staff know how to explain the benefits of leasing to a cash customer?  | <input type="checkbox"/> | <input type="checkbox"/> |
| Can your sales staff explain a single pay lease along with the benefits?   | <input type="checkbox"/> | <input type="checkbox"/> |
| I’m happy with the current lease penetration at my stores(s). Does our dealership have a long term plan for retaining lease customers? | <input type="checkbox"/> | <input type="checkbox"/> |



Enlighten your mind.  
Enroll today.

Contact your Ally Account Executive to learn more.

allyacademy@allycom  
allyacademy.com



Road to the sale.

IN-DEALERSHIP, OFF-SITE, VIRTUAL | 4 HOURS  
DEALERSHIP ROLE: Dealer Principals, GM’s/GSM’s, Sales Managers, F&I Managers

When we all follow the same process in our Road to the Sale, we create value for the customer. A consistent Road to the Sale process is STRUCTURED to allow sales consultants more ability to focus on a potential customer’s needs. The process is REPEATABLE which creates more efficiency in the presentation and a better experience for the customer. A consistent process is more EFFECTIVE because the process flows easily from start to finish. A defined set of steps allows sales consultants to stay on course and understand where they are in the process.

ASK YOURSELF THESE QUESTIONS.

|  | Yes                      | No                       |
|--|--------------------------|--------------------------|
| Is your sales process effective?                                       | <input type="checkbox"/> | <input type="checkbox"/> |
| Does your sales staff skip steps to the sale?                          | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you need a process that is repeatable and customizable?             | <input type="checkbox"/> | <input type="checkbox"/> |
| Do your Sales Associates know how to handle/resolve customer concerns? | <input type="checkbox"/> | <input type="checkbox"/> |

The training that Ally offers to our finance people has been really beneficial and helped improve our PVR. I know a lot of our dealerships have taken advantage of that and speak very highly of it, and our numbers show up. We’ve constantly improved our PVR year over year. I think a large part of that has to do with the training Ally has provided.

Bret Foudray – CFO  
Premier Automotive

Experience the difference.  
Enroll today.

We offer a full range of learning opportunities on a variety of subjects you can leverage to build or supplement your dealership’s in-house training.

To get started, contact your Ally Account Executive, email us at [allyacademy@ally.com](mailto:allyacademy@ally.com) or visit [allyacademy.com](http://allyacademy.com).





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