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** or visit **allyacademy.com**.

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.

ally do it right. | ALLY ACADEMY

Our training courses.

TABLE OF CONTENTS

LOCATION: ● IN-DEALERSHIP ○ OFF-SITE ◓ VIRTUAL ◒ WEB-BASED TRAINING VIA ALLYDOT

Compliance & risk awareness.

Fraud awareness.

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

DEALERSHIP ROLE: Sales Personnel, Sales Managers, F&I Employees and GMs

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?	☐	☐
Does your staff know what a CPN is or what to do if a customer tells them they're using it on an application?	☐	☐
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?	☐	☐
Do you have a process to mitigate the risk of accepting fraudulent stipulations?	☐	☐
Do you have a plan for sales staff to identify fraudulent drivers' licenses?	☐	☐

AFIP certification bootcamp.

IN-DEALERSHIP, OFF-SITE, VIRTUAL | 1.5 DAYS INCLUDING A PROCTORED EXAM

DEALERSHIP ROLE: Sales Personnel, Sales/Desk Managers, Internet Sales & Managers, Finance Managers, Finance Directors and GMs/GSMs

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 | 2-3 HOURS

DEALERSHIP ROLE: All dealership personnel

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 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.

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

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** or visit **allyacademy.com**.

F&I.

F&I customized solutions.

IN-DEALERSHIP | VARIES

DEALERSHIP ROLE: GSMs, Sales/Desk Managers, F&I Directors and 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 and Sales Personnel 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 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: Sales Personnel, Sales/Desk Managers, Internet Sales Managers, Finance Managers and Finance Directors

Elevate your F&I expertise with this dynamic two-day seminar. Gain foundational insights into the F&I manager's responsibilities, discover psychology-based approaches to connect with buyers, learn to deliver seamless menu presentations, master objection handling, and refine your sales process. The course also covers essential elements and considerations to ensure seamless and compliant F&I transactions.

F&I management 3-day.

IN-DEALERSHIP, OFF-SITE | 3 DAYS

DEALERSHIP ROLE: Sales Personnel, Sales/Desk Managers, Internet Sales Managers, Finance Managers and Finance Directors

Elevate your F&I expertise with this dynamic three-day seminar. Gain foundational insights into the F&I manager's responsibilities, discover psychology-based approaches to connect with buyers, learn to deliver seamless menu presentations, master the art of identifying customer concerns and refining your sales process. This course covers essential elements and considerations to help you with seamless and compliant F&I transactions. Students will experience an immersive and interactive experience using real-world scenarios to demonstrate mastery of the material and help boost their F&I performance.

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, VIRTUAL, WEB-BASED TRAINING VIA ALLYDOT | VARIES

DEALERSHIP ROLE: Sales Personnel, Sales/Desk Managers, Internet Sales Managers, Finance Managers and 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.

	Yes	No
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, VIRTUAL, WEB-BASED TRAINING VIA ALLYDOT | VARIES

DEALERSHIP ROLE: Sales Personnel, Sales/Desk Managers, Internet Sales Managers, Finance Managers and 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.

	Yes	No
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 F&I products.

IN-DEALERSHIP, VIRTUAL, WEB-BASED TRAINING VIA ALLYDOT | VARIES

DEALERSHIP ROLE: Sales Personnel, Sales/Desk Managers, Internet Sales Managers, Finance Managers and 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 three of the Ally F&I products.

ASK YOURSELF THESE QUESTIONS.

	Yes	No
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?	☐	☐

F&I master skills: mastering the menu method.

IN-DEALERSHIP, VIRTUAL, WEB-BASED TRAINING VIA ALLYDOT | VARIES

DEALERSHIP ROLE: Sales Personnel, Sales/Desk Managers, Internet Sales Managers, Finance Managers and 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 objections, and how to implement the practice of maximizing the three opportunities to ask for the sale. This class is beneficial for F&I Managers at every level, from novice to expert.

ASK YOURSELF THESE QUESTIONS.

	Yes	No
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, VIRTUAL, WEB-BASED TRAINING VIA ALLYDOT | VARIES

DEALERSHIP ROLE: Sales Personnel, Sales/Desk Managers, Internet Sales Managers, Finance Managers and 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, students will learn and practice potentially impactful benefit closing techniques. This course is a must for all F&I Managers no matter the tenure and/or skillset.

ASK YOURSELF THESE QUESTIONS.

	Yes	No
Does your Finance Department struggle with resolving customer concerns?	☐	☐
Can your Finance Department identify a concern over an objection?	☐	☐
Would you like to have scripted responses to price and value objections?	☐	☐
Can you say that your Finance Department has the proper skillset to handle concerns?	☐	☐

Understanding the underwriters' side.

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

DEALERSHIP ROLE: Owners, Dealer Principals, Variable Directors, F&I Managers, Sales Managers and GMs/GSMs

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?	☐	☐
Are you aware of all exceptions that can qualify a deal?	☐	☐
Have you had a held offering over the last month?	☐	☐
Does your dealership staff have a process for when a deal lands outside of the "buy box"?	☐	☐
Does your dealership have a process in place for fully and accurately qualifying customers?	☐	☐

Fixed operations.

Service drive consultation.

IN-DEALERSHIP | VARIES

DEALERSHIP ROLE: Service Advisors, Service Managers and GMs/GSMs

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?		
Do you provide process training for your Service Advisors that focuses on customer satisfaction, retention, profitability, and resolving concerns?		
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?		
Do your Fixed Ops Managers/Directors/Service Managers track and monitor employee and department performance to help drive results?		

Service management training.

IN-DEALERSHIP, OFF-SITE, VIRTUAL | VARIES

DEALERSHIP ROLE: Service Advisors, Service Managers and GMs/GSMs

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 help optimize processes, develop your personnel and analyze KPIs that can help drive business and keep customers coming back. We will work with your team so you can establish 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 and GMs/GSMs

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?		
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 focuses on maximizing available hours, and technician proficiency to ensure every hour available is utilized?		
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?		

Warranty reimbursement review.

IN-DEALERSHIP, VIRTUAL | VARIES

DEALERSHIP ROLE: Service Managers and GMs/GSMs

Our Fixed Operations Consultants will conduct a Warranty Reimbursement Review (WRR) to help you 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 for a warranty rate increase?		
Have you ever requested a manufacturer warranty rate increase for your warranty labor rate or parts mark-up percentage?		
If so, was it recently like within the last year?		

Warranty consultation.

IN-DEALERSHIP, VIRTUAL | VARIES

DEALERSHIP ROLE: Service Advisors, Service Managers and GMs/GSMs

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:

- Best practices to comply with manufacturer warranty guidelines when writing the repair order and documenting customer concerns
- 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
- Guidelines 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?	☐	☐
Does your Fixed Ops Managers/Directors/Service Managers have the knowledge and experience to review your warranty claims for compliance?	☐	☐
Is your warranty receivable schedule current or do you have past due claim payments?	☐	☐
Are you aware of your potential warranty chargebacks due to non-compliance?	☐	☐
Does your Service Department receive any type of compliance with manufacturer warranty requirements training?	☐	☐

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: Dealer Personnel on a career track for management positions

When it comes to running your dealership effectively, how do you rate yourself? This exciting competency-based evaluation 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 | 2 HOURS
DEALERSHIP ROLE: Dealer Principals, GMs and 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, GMs, Fixed Operations Directors, Service Managers and 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.

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?	☐	☐

Managing retail operations (MRO).

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

We take three months in the life of a dealership and show you ways to maximize its sales and profits. This realistic simulation is an application-based training program built 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 help identify and analyze dealership needs and market opportunities.

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: Sales Personnel, Service Advisors and all dealership management level staff

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?	☐	☐
Are team dynamics standing in the way of your success?	☐	☐
Are your meetings ineffective because no one talks about the real issues?	☐	☐
Do your teams avoid conflict at all costs?	☐	☐
Are you frustrated with lack of accountability on your teams?	☐	☐

Crucial conversations.

IN-DEALERSHIP, OFF-SITE | 2 DAYS

DEALERSHIP ROLE: Dealers, Owners, GMs, GSMs, Controllers and all dealership management level staff

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?	☐	☐
Would you like to learn how to spot the warning signs that indicate conflict in relationships?	☐	☐
Do you struggle in expressing strong opinions without shutting down others' viewpoints?	☐	☐
Do you want to be clear with yourself and others about what you really want?	☐	☐

Emotional Intelligence™ – TalentSmart.

IN-DEALERSHIP, OFF-SITE | 8 HOURS

DEALERSHIP ROLE: Sales Personnel, Service Advisors and all dealership management level staff

What everyone needs to know. 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?	☐	☐
Are you working on your ability to identify and manage your emotions in the workplace?	☐	☐
Are you trying to navigate complex social situations that require an understanding of multiple perspectives?	☐	☐
Would you like to communicate your feelings in a way that promotes healthy results?	☐	☐

Management by strengths.

IN-DEALERSHIP, VIRTUAL | 2.5 HOURS

DEALERSHIP ROLE: All dealership personnel

Company Culture is an important part of any successful business. With four varying natural temperament traits, 75% of the people you interact with have communication and decision making needs that are different from yours. Learn to harness the power of individual strengths to help optimize customer interaction and dealership teamwork.

ASK YOURSELF THESE QUESTIONS.	Yes	No
Can your staff identify personality temperaments of customers?	☐	☐
Are all conflicts between staff members professionally resolved?	☐	☐
Does everyone on staff understand how their coworkers function and react, specific to their personality temperament?	☐	☐
Has your dealership ever dealt with costly turnover that could have been avoided?	☐	☐
Are you aware that 75% of people you meet will have a different personality temperament than yourself?	☐	☐

Sales training.

A-Z sales process.

IN-DEALERSHIP, OFF-SITE | 2 DAYS

DEALERSHIP ROLE: Dealer Principals, GMs/GSMs, Sales Managers and Sales Personnel

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?	☐	☐
Do you want a seamless process that consistently delivers a great customer experience?	☐	☐
Are your sales associates struggling with product presentation?	☐	☐
Are they properly presenting a 4 column menu?	☐	☐
Can your sales associates resolve customer concerns?	☐	☐

Business development center (BDC) training.

IN-DEALERSHIP, OFF-SITE, VIRTUAL | 2.5 HOURS

DEALERSHIP ROLE: Internet Sales and Sales Personnel

Our BDC training consists of ways to increase phone, chat, and internet leads for dealerships looking to improve their show ratio and show to sale ratios. We focus on optimizing inbound leads and how to turn those into appointments. Learners can expect to take away suggested word tracks and a better understanding of the potential benefits behind effective early engagement with customers.

ASK YOURSELF THESE QUESTIONS.

	Yes	No
Does your BDC Department need help converting phone leads to appointments?	☐	☐
Does your BDC handle incoming calls effectively?	☐	☐
Does your BDC Department need help providing relevant and timely information to call-in leads?	☐	☐

"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

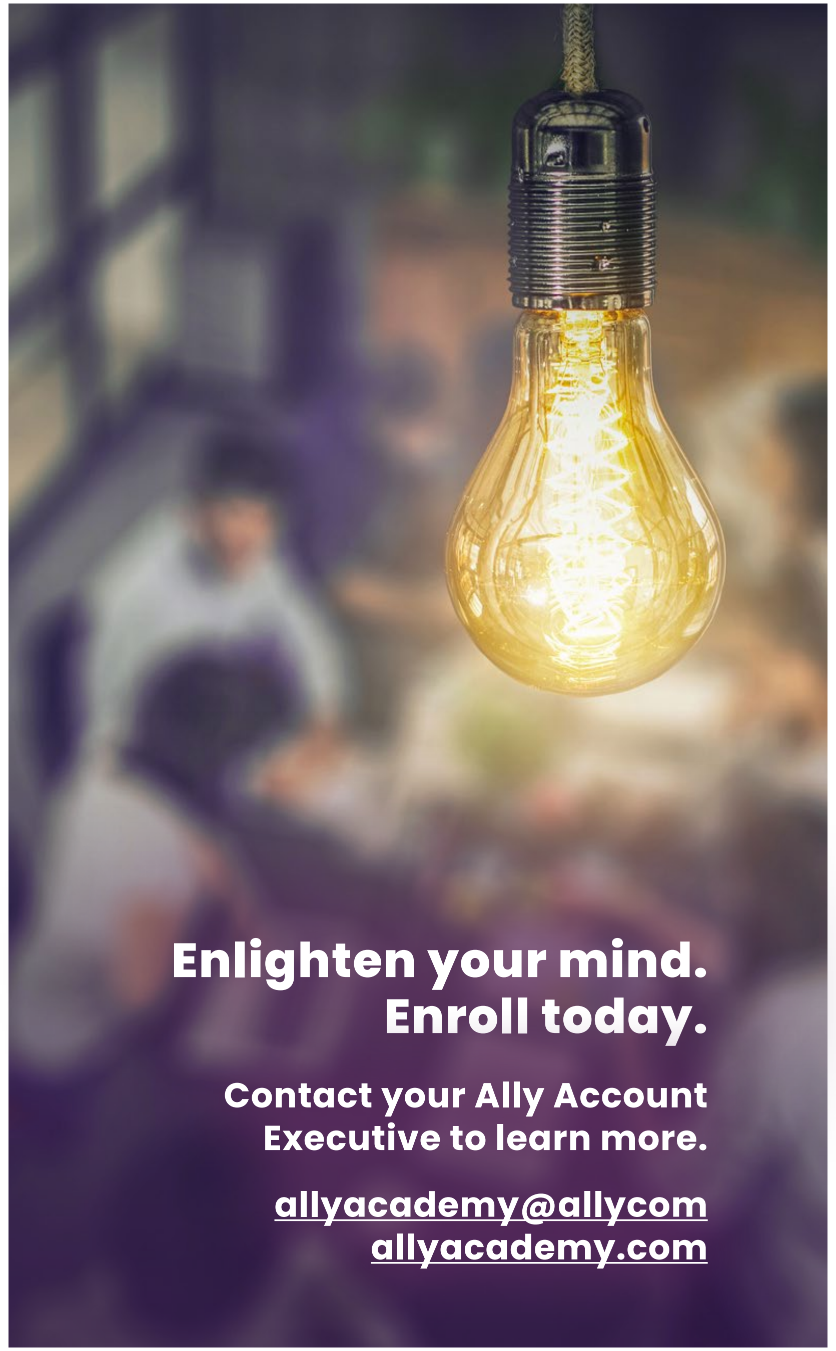
Leasing essentials.

IN-DEALERSHIP, VIRTUAL | 1 DAY
DEALERSHIP ROLE: Sales Personnel, Sales/Desk Managers, Internet Sales Managers, Finance Directors and 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 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
Does your sales team have a full understanding of how a lease works, the proper terminology, and can they effectively explain leasing to customers?	☐	☐
Does your staff know how to explain the benefits of leasing to a cash customer?	☐	☐
Can your sales staff explain a single pay lease along with the benefits?	☐	☐
Are you happy with the current lease penetration at your stores(s). Does your dealership have a long term plan for retaining lease customers?	☐	☐



Road to the sale.

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

DEALERSHIP ROLE: Dealer Principals, GMs/GSMs, Sales Managers and 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?	☐	☐
Does your sales staff skip steps to the sale?	☐	☐
Do you need a process that is repeatable and customizable?	☐	☐
Do your Sales Associates know how to handle/resolve customer concerns?	☐	☐

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

Dealership lead handling.

IN-DEALERSHIP, VIRTUAL, WEB-BASED TRAINING VIA ALLYDOT | 2 HOURS

DEALERSHIP ROLE: BDC Representatives, Sales Personnel and Service Advisors

Enhance your dealership's success with effective lead handling and follow-up skills. This course covers the entire lead cycle, from initial contact to appointment setting. Participants will learn to understand buyer motivations, craft compelling value statements, and apply practical tactics for qualifying and converting leads. Upon completion, learners will be equipped to communicate effectively via phone, text, and email - enhancing the customer experience.

Planting the seed.

IN-DEALERSHIP, VIRTUAL | 2 HOURS

DEALERSHIP ROLE: Sales Personnel

Successful F&I Sales starts long before the customer reaches the finance office. This course explores the art of strategically introducing F&I products early and the sales process to build value, align with customer needs, and minimize resistance. By seamlessly integrating key product benefits into conversations, sales professionals can learn how to create a smoother transition to F&I, increase customer buy-in, and maximize every opportunity.

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** or visit **allyacademy.com**.

ally do it right.

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allyacademy@ally.com

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