

A man with a mustache, wearing a blue button-down shirt, is smiling and looking towards the camera. He is holding a tablet. The background is a blurred office setting with vertical light streaks.

MSX South Africa Advanced Dealer Management Program



Advanced Dealer Management Program (ADM)

The ADM Program is designed to equip delegates with the knowhow and management tools to successfully achieve a balanced approach to leading and directing automotive retail operations.

This is a high-level business management program aimed at developing future dealership leaders.

Successfully managing a dealership is a complex task. Businesses need to strike a balance between managing multiple departments, achieving a high level of customer satisfaction, meeting manufacturers' requirements, and producing a fair return for shareholders, all whilst remaining competitive in the market. Dealers must continue to evolve their businesses if they are to thrive in this rapidly changing industry. With growing demands from shareholders, and high customer expectations, they must adopt new skills and knowledge to succeed.

The ADM Program aims to educate individuals in the management of an automotive business. It teaches them how to apply these newly acquired skills to the business in order to operate efficiently, improve profitability, and drive customer satisfaction.

This intensive dealer principal program offers participants the ability to thrive, driven by the lessons learned from highly experienced automotive program facilitators.

What to Expect

Highlights of the ADM program include:

- 150 hours of intensive, focused management tuition (20 days over approximately 10 months)
- Sessions facilitated by leading industry and subject matter experts
- Business visits, case studies and workplace assignments
- Insights into international best practices

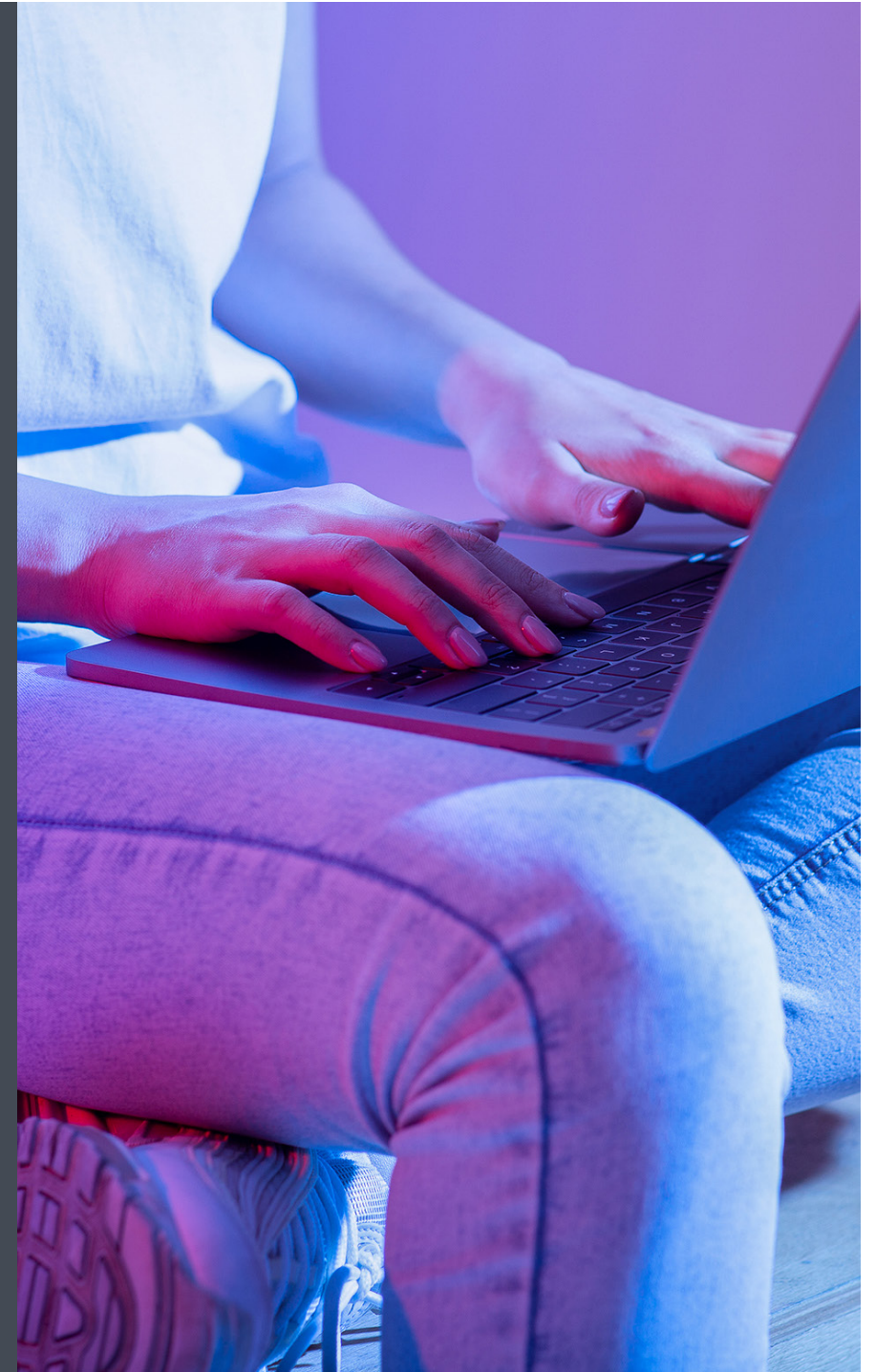
A certificate of successful completion of the ADM program is awarded.

Who would benefit from the program?

ADM is designed to fast track the development of existing and future dealership leaders. Ideal candidates will have some relevant industry experience and the potential to develop their skills and knowledge further.

The program is an ideal opportunity for:

- Individuals who have reasonable automotive retail experience, particularly in departmental management
- Those who have been identified as future general managers and dealer principals
- Family members of the owners
- Individuals who have shown potential and who wish to gain an in-depth understanding of the industry today
- Current dealer principles wanting to further develop their skills



Program Objective

The ADM Program is designed to equip participants with the knowledge and strategic tools needed for them to succeed as future dealership managers. The skills obtained throughout this course will enable them to lead and direct automotive retail operations in a way that achieves optimum market penetration, provides exceptional levels of service and generates a good return for the business.

Participants will receive focused tuition and coaching from program facilitators and selected subject matter experts in areas such as:

STRATEGY

Designing and implementing strategy.



DEALER OPERATIONS

Evolving structure of dealer operations and meeting stakeholders' expectations.



LEADERSHIP

Emerging leadership methods and self-development considerations in this area.



PERFORMANCE MANAGEMENT

Recruiting correctly and managing individual and team performance.



FINANCE

Interpreting and using financial data to improve profitability and operational efficiencies.



NEW AND USED OPERATIONS

Review of core operations and disciplines to elevate business and meet departmental objectives.



PARTS AND SERVICE OPERATIONS

Review of core operations and routines to manage productivity and efficiencies.



MARKETING

Introducing marketing fundamentals with a core focus on digital customer engagement and the use of social media.



LEARNING

Skills development and sharing of global best practices.



Program Adjudication

Participants are required to fulfill the following criteria in this course:

- Complete and submit an assignment for each module within the specified deadline for review by the course facilitators.
- If the initial assignment submission is unsuccessful, participants will be granted one opportunity for resubmission. The resubmission will involve a follow-up consultation with the facilitator for that particular module.
- To successfully pass this course, participants must showcase their ability to analyze, evaluate, and address specific business challenges. These challenges encompass automotive case studies and, whenever feasible, the application of acquired knowledge to their own dealership environment.
- As a culmination of the program, participants are expected to develop a business improvement plan relevant to an aspect of the dealership where they are employed. This final assignment must demonstrate the practical application of the knowledge and skills acquired throughout the program.



Advanced Dealer Management Program

Module 1	Module 2	Module 3	Module 4	Module 5
Strategy, Planning & Financial Performance Day 1: Introduction to Strategy Introduction to strategy and strategy models Day 2: Strategy for Auto Retail Application of strategy to auto retail Day 3: Finance 1 Introduction to financial statements and basic ratio calculations Day 4: Dealer Operations & Leadership Leadership styles & principles	High Performance Teams Day 1: Finance 2 Intermediate financial performance analysis and analysis tools Day 2: Recruitment and Selection Strategic HR, including recruitment + selection processes Day 3: Performance Management Managing performance including counselling and disciplinary process Day 4: Innovation and Change Management Innovation skills combined with change management implementation	Finance and Operations Management Day 1: Variable Operations Management and process considerations for new and used Day 2: Finance 3 Accounting fundamentals, analysis and interpretation, causes for performance Day 3: Fixed Operations Management and process considerations for service and parts Day 4: Operations Case Study Mid program application of new skills acquired on modules 1,2 and 3	Marketing the Customer Experience and Brand Day 1: Marketing 1 Marketing fundamentals in relation to 7 Ps Day 2: Marketing 2 Practical applicability of digital to dealership marketing Day 3: Dealer Visits In-depth review of operations and discussions with each dealership team Day 4: Customer Experience in Balanced Business CE related topics including customer loyalty, retention and CSI, sustainable CRM process and activity	Business Improvement Day 1: International Best Practice Best practice business concepts from across the world Day 2: EQ Introduction to EQ and its application in terms of conflict management Day 3: Dealership Case Study Test of program skills to optimize performance in a full day case study Day 4: Business Plan Presentations MSX panel review of each participant's main assignment framework prior to final work on the assignment

Legacy of Excellence

- Honoring those who set the standard

Name	Dealership	ADM No.
Conrad Potgieter	Auto Alpina Group	20
Greg van Kerckhoven	Suzuki Bramley	21
Jean-Pierre Kruger	Toyota Secunda	22
Wayne Engelbrecht	Audi Centre Northcliff	23
Pierre du Plessis	Algoa Nissan Humansdorp	24
Amanda Botha	Honda Midrand	25
Johan du Plessis	FAW OEM Kempton Park	27
Siobhan Engelbrecht	Classé Cars, Boksburg	28
Reiner Stucky	Stucky Motors, Newcastle	29
Willem Van Tonder	Super Group VW / Audi Rustenburg	30
Gareth Dwain Pieterse	Produkta Motors, Ford Nelspruit	31
Petrus J Raath	NTT Toyota Delmas	32
Sean Naested	Super Group Suzuki & Haval Boksburg	33
Beancka McGee	McGee & Co Lydenburg	34
Terence Jenkins	NTT Toyota Hazyview	35
Ernest Strecker	Thompson Motors, Port Shepstone	36
Righardt Strauss	Nelspruit Ford	37
Christelle Vorster	Fuzion Motor Group	38

MSX South Africa Advanced Dealer Management Program



msxi.com/en/adm

Maximize success in automotive dealerships.