IT'S A DIFFERENT KIND OF TRAINING

THE KIND THAT'S ACTUALLY VALUABLE

ALLY ACADEMY

It's not just some boring thing that costs you money and delivers nothing. Instead, it's an investment in your dealership, people, and future. We offer a variety of delivery methods based on your needs. They can be customized to provide maximized learning for dealership employees, with less time away from their jobs, and augment training that is already in place within the dealership. Our award-winning dealer training is designed to enhance the dealership's overall health, and to help increase sales, revenue and customer satisfaction.

OUR COURSES

OUR EXPERTS

CONTACT US

For more information, contact your Ally Account Executive or Click Here to email allyacademy@ally.com

ally. DO IT RIGHT.

OUR COURSE OFFERINGS

ALLY ACADEMY offers fresh, innovative training that's centered on your dealership's business needs. Dealer training has been around forever. Yet, it's often not perceived as the best use of people's time. So, we think it's time for a change. The Ally Academy is a suite of training that is customizable, comprehensive and taught by professionals with both real world and "in-the-classroom" experience. It's the kind of training designed to open your eyes instead of making you roll them.

For more information, choose a course below.

COMPLIANCE

On Demand Online ECOA Certification ▸

Legal Awareness with Ally ECOA Certification ▸

Automotive Compliance Consultants (ACC) ▸

MANAGEMENT

Managing Retail Operations (MRO) ▸

SALES

Innovative Selling - The Art of Engaging Buyers ▸

F&I Management ▸

Lease Training ▸

LEADERSHIP

Fixed Operations ▸

"ALLY ACADEMY IS AN INVESTMENT IN OUR BETTER COLLECTIVE FUTURES."

– **RICH DIVER**, President, Diver Chevrolet

ON-DEMAND ONLINE ECOA CERTIFICATION

OUR NEWLY RE-DESIGNED COURSE HELPS YOU NAVIGATE THE LAW.

As you'd expect, a working knowledge of the law can really pay off. Our training gives your team easy-to-understand best practices designed to help reduce risk and connect compliance to your everyday routine. It provides a review of laws and regulations that have an impact on your dealership's sales and financial processes. To optimize learning time and effort, certain sections can be bypassed with a pre-test score of 100%.

Recommended For:
Dealers, General Sales Managers, F&I Managers, Sales Personnel

Course Type:
Online/On-Demand

Duration:
15 Minutes

SIGN UP NOW

BENEFITS

- Learners receive Ally's Equal Credit Opportunity Awareness Certification and Certificate of Completion
- Yearly certification keeps learners up to date with frequent changes in laws and regulations
- Learners are able to identify consumer protection trouble areas that can be easily remedied

OBJECTIVES

Upon completion of this course, dealership personnel will gain an understanding of the following key concepts:

- How the ECOA impacts your interactions with customers
- Protected classes under the ECOA
- General ECOA principles as they apply to dealerships in their capacity

AGENDA

FAIR CREDIT:

- Fair Credit Background – Prohibited Basis
- Forms of Discrimination
- Overt Discrimination
- Comparative Disparate Treatment
- Disparate Impact
- Knowledge Check

CREDIT APPLICATION:

- Handling Credit Applications
- Knowledge Check

NOTIFICATIONS:

- Notifications
- Record Retention
- Non – Compliance

LEGAL AWARENESS WITH ALLY ECOA CERTIFICATION

You know that keeping up with the laws and regulations of operating a dealership can be intimidating and daunting. Ally offers Legal Awareness training that can help enhance your understanding of legal compliance. This class provides a review of laws and regulations that may impact your dealership's business. Upon course completion, it's official — trainees receive Equal Credit Opportunity Awareness (ECOA) Certification.

Recommended For:
F&I Management, Dealership Management, Sales Department-New, Used & Commercial, Business Office

Course Type:
In-Dealership

Duration:
1/2 Day

SIGN UP NOW

OBJECTIVES

Upon completion of this course, attendees will gain an understanding of the following laws and regulations:

- Truth in Lending/Regulation Z
- Equal Credit Opportunity Act/Regulation B
- FTC Used Car Rule
- Gramm-Leach-Bliley Act/Regulation P
- Red Flags Rule
- Office of Foreign Assets Control (OFAC)
- Risk-Based Pricing
- Held Checks and Promissory Notes

BENEFITS

- One class covers your entire dealership including advertising/marketing, sales, desking, F&I and after sale engagement
- Learners receive Ally's ECOA Certification and Certificate of Completion
- Discussions drill down to each employee's job duties and provides action items so each employee is aware of his/her own role in dealership compliance
- Dealers gain awareness of the importance of assessing risk and learn when to seek appropriate legal guidance

AGENDA

ADVERTISING AND MARKETING:
- UDAAP

SALES AND DESKING:
- Used Car Rule
- Equal Credit Opportunity Act (ECOA)
- Gramm-Leach-Bliley Act (GLBA)
- Identity Theft/Red Flags

F&I:
- Fair Credit Reporting Act
- Risk-Based Pricing
- Fraud
- Straw Purchase
- Suspicious Activity Report (SAR)
- Retail Installment Sale Contract (RISC)
- Spot Deliveries
- Office of Foreign Assets Control (OFAC)

AFTER THE SALE:
- CAN SPAM Act / TCPA
- Held Checks
- Records
- Fixed Operations

Automotive Compliance Consultants

One of the only constants in the automotive industry is change, especially to rules and regulations, making it tough to stay current. Now, through a relationship with Automotive Compliance Consultants (ACC), Ally Academy offers a compliance-focused consulting service designed to address your compliance needs. Getting and staying compliant can be tricky if you don't know who to call or where to start. Lucky for you, we've already done the "heavy lifting" and found a pinch hitter with ACC to help keep you out of trouble and on your toes.

Each Course is custom tailored to meet your dealership's needs.

To receive Ally preferred pricing on Automotive Compliance Consultants services, please contact **allyacademy@ally.com**. For more information, contact your local Account Executive.

SIGN UP NOW

OBJECTIVES

Dealers and their employees will have access to a compliance-focused consulting service that provides expertise on important laws and regulations, including:

- Gramm-Leach-Bliley Act (GLBA)
- Equal Employment Opportunity/Human Resources (EEO/HR)
- Finance and Insurance Office and Fair Lending
- Red Flags Rule – Identity Theft Prevention Program
- Occupational Safety and Health (OSHA)
- The PATRIOT Act
- Environmental Protection Agency (EPA)

Automotive COMPLIANCE CONSULTANTS INC

Managing Retail Operations

We take 5 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 a real-world experience. The class provides a chance to immerse yourself in a dealership operating report to identify and analyze dealership needs and market opportunities.

Recommended For:
Dealer Principals, General Managers, Sales Managers, Dealership Heirs, Comptrollers

Course Type:
In-Dealership

Duration:
4-1/2 Days

SIGN UP NOW

OBJECTIVES

- Implement a disciplined, logical, integrated process to evaluate dealership operations
- Complete an analysis by integrating underlying dealership and financial data
- Improve your dealership cash and capital management
- Analyze operating and compensation reports
- Establish forecasting and planning strategies
- Develop motivational pay plans
- Maximize the interdependent relationship between all departments in your dealership
- Complete analysis by integrating underlying dealership and financial data
- Locate problems, indentify possible solutions and develop opportunities for improvement within the dealership
- Implement and utilize a disciplined, logical and integrated process to evaluate dealership operations

AGENDA

- Forecasting & Planning
- Service-Mechanical Department Operations
- Cash and Capital Management
- Dealer 20 Group Meeting
- All Department Simulation – including New, Used, F&I, Service, Parts and Cash Operation
- Expense Management – including elements of a control program
- Compensation – including managing mix and effective plans
- Board of Directors Meeting
- Guideline and Indicators – including industry averages and best practices

BENEFITS

- Understand how all departments are connected – Sales, Used, Finance, Parts and Service – and how they can affect each other
- Learn what makes up the financial statement and how each department affects CSI scores
- Work on a team with other dealers, 20 Group style
- Operating Report/Financial Statement Analysis

Innovative Selling

The Art of Engaging Buyers

Customers today are more savvy, more well-informed, and have more choices than ever. We'll help you stay ahead of this changing customer and evolve your sales process to add more value. It starts with mastering a unique style and approach. We'll hone your employees' skills – from the first handshake, all the way through write-up, closing and follow up. We'll introduce tools that integrate innovative selling techniques to create a 5-Star customer experience. This 11-step process is designed to help every sale turn into a long-term relationship.

Recommended For:
Dealership Sales Team

Course Type:
In-Dealership

Duration:
1 Day

SIGN UP NOW

BENEFITS

- Build a customer base for life by using a unique approach to prospecting, selling value and getting referrals
- Achieve measured results by treating prospecting like a business
- Drive customer confidence by conducting benefit-impact vehicle walk-arounds and chauffeured demo drives
- Overcome objections and close more sales by mastering the 80/20 rule for listening to a customer through open-ended engagement and a customer-driven approach

OBJECTIVES

- Recognize a customer's buying cycle
- Adopt an established process that can be followed every time, with every customer
- Apply an innovative consultative sales approach that will engage customers at each step of the sale and gain commitment
- Sell value, not price
- Master the key steps to a professional vehicle walk-around

AGENDA

The Buying Cycle

- The Professional Consultant
- Innovation within the Vehicle Sales Process
- Introductions
- Customer Buying Journey
- Vehicle Sales Road Map
- Show Your Skills

F&I Management

We'll show you how a coordinated approach between desk and F&I managers leads to greater opportunities. And to help improve customer loyalty and satisfaction, this course teaches managers highly effective ways to motivate the sales team to present F&I products.

Recommended For:
Potential, New and Experienced F&I Managers, Desk Managers, Sales/General Managers

Course Type:
Instructor-Led (Off-Site)

Duration:
Targeted 2 Day or
Comprehensive 3 Day

Pre-Work:
Two On-Demand Modules:
- F&I History
- F&I Terms & Definitions

SIGN UP NOW

BENEFITS

- Enhance the customer experience and improve retention rates
- Develop a professional, consultative F&I presentation for customers, leading to increased CSI
- Get customers through the funnel faster without sacrificing quality

OBJECTIVES

- Sell F&I products that are designed to meet customer needs
- Execute an effective customer interview and menu presentation
- Identify customer needs using a systematic approach
- Recommend in-dealership financing solutions to cash, credit union and outside finance customers
- Demonstrate closing techniques for ancillary products

AGENDA

- Introduction
- Roles and Responsibilities of the F&I Manager
- The Psychology of Selling: Features, Benefits, and Impact
- Customer Referral
- Customer Interview
- Menu Presentation
- Handling Customer Concerns
- Closing Techniques
- Cash & Outside Financing
- Product Knowledge

Lease Training

Does your dealership get the most out of its lease portfolio? Your team will learn how to properly present leasing, improve deals and raise customer retention. One of the fastest ways to repeat customer loyalty is through leasing and this course is an excellent way to get your sales staff and managers completely prepared to cash in on these opportunities.

LEASING ESSENTIALS: MASTERING THE OPTIONS

Recommended For:
Dealership Managers, Sales Personnel, Internet Department

Course Type:
In-Dealership

Duration:
1/2 Day

SIGN UP NOW

PRE-OWNED SMARTLEASE TRAINING

Recommended For:
Sales Managers, Desk Managers, F&I Managers

Course Type:
Virtual Instructor-led

Duration:
1 Hour

SIGN UP NOW

OBJECTIVES

- Understand how a lease works
- Introduce leasing to the sales process
- Define terms & definitions
- Adapt the sales presentation for long-term strategy
- Overcome customer concerns

BENEFITS

- Recognize how to identify eligible lease customers
- Know the benifits of a lease and be comfortible communicating the potential benefits to a customer
- Know how to build a leasing book of business which, in turn, could bring customers back to your dealership

AGENDA

- Sharing Lease Knowledge
- Program Options
- Bringing Value to the Customer
- Critical Communications
- Closing Techniques
- Cash & Outside Financing
- Product Knowledge

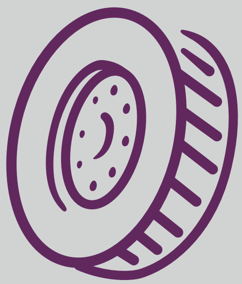
AGENDA

- Program details
- Forms & Resources
- Live Demonstration

FIXED OPERATIONS

Our consultants bring years of automotive experience and are ready to work closely with your dealership management team to help you effectively manage all aspects of your fixed operations. You'll walk out of the training with better ways to increase profitability and reduce exposure, enhance your customer experience as well as streamline your operations.

To learn more, email an Ally Auto Fixed Operations Consultant at **FixedOps@ally.com.**



SIGN UP NOW

BENEFITS

- Increase Department Profitability
- Enhance Customer Satisfaction and Retention
- Limit Risk and Increase Compliance
- Provide Technology Solutions
- Improve Process Efficiencies and Productivity
- Offer Customizable Service
- Provide On-site Training and Support

MENU OF SERVICES

Customer Pay RO Analysis - Ally Fixed Operation Consultant will review a sample of customer pay repair orders identifying opportunities, incomplete repair order write-ups, booking or billing, discounts, and incomplete vehicle inspection reports.

Service Drive Observation - Comprehensive Service Drive Process Review including facility evaluation, customer perception, staff interviews and evaluation of technology. Observations of processes include write-up, walk-around, work flow, dispatch, quality control and follow up. Consultant will provide a written detailed summary of observations and recommendations.

Service Drive Process (3, 6, 12 month commitments) - Consultant will perform the Service Drive Observation and work with management to develop an action plan including an agreed upon written service drive process. Baseline metrics will be determined. Training will include both classroom style and live-on-the-drive in the following areas; phone skills, appointment setting, write-up, sales and menu presentation.

VSC Sales Installation - Ally Fixed Operation Consultant will meet with key dealer personnel to discuss additional potential department income through Service Drive VSC Sales. They will assist with setting goals, tailoring and implementing the sales process specific to the dealer goals.

Warranty RO P&P Tune Up - Ally Fixed Operations Consultant will review the factory warranty expense report with service management and identify expense drivers and areas of concern. Ally will provide a detailed report to management showing deviations and areas of opportunity by service advisor and technician.

Warranty Consultation - Ally Fixed Operation Consultant will assist with reviewing your warranty expense reports and help you identify drivers in your high expense areas. Similar to the Warranty Policy and Procedure Tune Up, the Ally Consultants will review a larger scope of repair orders focusing on the manufacturer P&P adherence including possible missed revenue and/or potential debits. Ally will provide a detailed report to management showing deviations in each major area of concern including a summary of opportunities by service advisor and technician.

Audit Mitigation - Ally Fixed Operation Consultant will review the potential claim debits from your recent manufacturer audit. The review will focus on categorizing claims by compliance deviations from the policy and procedure manual. The Fixed Operations Consultants will assist the dealer with building their case for claims to dispute. Ally will provide a detailed report showing deviations with the manufacturer P&P and includes a summary of opportunities by service advisor and technician.

Warranty Management Training - Ally Fixed Operation Consultant will work one-on-one with the Service Manager, Warranty Administrator and/or Service Advisors based on management's request to provide guidance in proper RO write-up and customer concern documentation, interpretation of factory policy and procedure guides, factory expense report analysis, required management documentation and best practices.

Effective Labor Rate Review - Ally Fixed Operation Consultant will work with the dealership and conduct an Effective Labor Rate review. They will assist the dealers with submitting the manufacturer approved spreadsheet that an adjustment in the warranty reimbursement rate may be considered by the manufacturer.

Used Vehicle Process Analysis - Ally Auto Fixed Operation Consultants review your current used vehicle process from purchase or trade through reconditioning to retailing to identify areas of opportunities within the inspection process, reconditioning turnaround time and the quality control process. Ally Auto will provide industry best practices thus increasing potential departmental efficiencies, profitability and customer satisfaction.

SUBSCRIPTION COURSES

Subscriptions provide the opportunity to reinforce learning from Innovative Selling and other courses at a reduced rate. New employees can access course material multiple times so it sinks in, and current employees can refresh their knowledge. Select from the long list of Sales & Management courses below or any In-Dealership training class. Pay by the day for multiple offerings, including Legal Awareness with Ally ECOA Certification. (Subscription does not include MRO, but an MRO seat can be acquired as a one-day trade.) Subscribe and stay sharp.

For course information, contact your Account Executive or CLICK HERE to email allyacademy@ally.com.

HIRING WINNERS

Recruiting, hiring and interviewing are essential to your dealerships success: Learn how to grab the attention of job seekers and attract qualified candidates through well-written job postings.. Determine interview techniques that work best for your organization as well as techniques for training top talent.

FORECASTING

Do you know how to properly forecast for your dealership? Would it help you allocate resources if you could accurately forecast your sales, expenses and gross each month? Will an accurate forecast assist you in developing a plan for success? A goal without a plan is just a dream! Learn how to create an accurate forecast and develop a plan that will make it possible to achieve your goals.

CONDUCTING EFFECTIVE SALES MEETINGS

Learn how to keep people's attention and how to really drive a sales meeting that's effective and efficient! How difficult is it to plan an effective sales meeting? It's easier than you think. All it takes is some planning and a little discipline. We will focus on industry 'best practices', but learn from each other as well. Bring your best sales meeting ideas and be ready to share.

SELLING AFTER THE SALE

The job isn't always done when the car goes over the curb. Is it fully fueled for a successful trip? Join us to discover opportunities for selling after the sale products that can enhance customer satisfaction and potential returned trips to your dealership. We will explore how to market to post-sale customers and utilize a proven service aisle sales process.

MANAGEMENT BY STRENGTHS

With 4 natural temperament traits, 75% of people you interact with have communication and decision making needs that are different from yours! Learn to harness the power of individual strengths to optimize customer interaction and dealership team work.

OUR EXPERTS

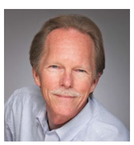
Our experts know your business and know how to make their information relevant to your individual dealership. Instead of an "information dump," they bring impactful training by being knowledgeable, engaging and energetic. With a unique combination of field training and industry knowledge, their passion keeps learners engaged and invested – providing value in training, and value to your business.

BILL CANNON

With over 40 years of retail and training experience, Bill brings a unique understanding of dealership operations and management to the Ally team. This combination makes him an asset to the delivery of Managing Retail Operations (MRO). "My goal is to make it possible for you to improve yourself and those around you. I will make you a better manager."

SANDI DIXON

'Passionate' is how one would describe Sandi on providing coaching to the F&I Managers, Sales Managers, and sales departments. With over 30 years of experience, Sandi helps dealerships make the most of every training interaction. In her words, "It's not about what you hear me say, but what you do with the information you've received."



HARVEY DEWAYNE FISHER, JR.

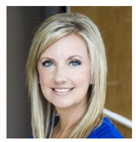
With 36 years of hands-on, results-oriented executive management experience in the automotive industry, Harvey prides himself on being able to see the big picture. His ability to clarify issues and thoughtfully discuss potential solutions has been benecial to his role on the Ally Performance Development team, and makes him a valuable asset to dealer relations and training.

CLAY NELSON

"The best dealership personnel never stop learning," is a philosophy that Clay has tested and proven in his 20+ years of automotive industry experience. Having developed and delivered challenging and impactful training, Clay brings an engaging style and credibility to every interaction, including Ally's unique Managing Retail Operations (MRO) training course.

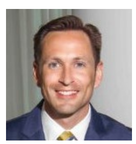
MALCOLM FORTE, III

A GM Dealer graduate, Malcolm brings over 30 years of retail automotive experience and progressive leadership expertise to the Ally team. Malcolm is accomplished in dealership, organizational and employee development, process development, management and continuous improvement, with specic knowledge of variable andfixed operations management, business development, and in-dealership coaching/consulting.



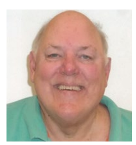
COURTNEY HENNESSEY

With 8 years of dealership experience and a formal teaching background, Courtney provides relevant, realworld based training. She focuses on providing dealers with practical tools and processes to use in sales, finance, and the business development center.



PATRICK HENNESSEY

Patrick is a Northwood University graduate that has 15 years of front line dealership experience including F&I, Digital Sales and Marketing, General Sales Management and as a Marketing Director for a four store auto group. He is also the co-founder and host of the Be Less Typical in Car Sales podcast.



K. SHEP HJELM

With a history that spans customer relations, special collections, retail sales, leasing and wholesale financial management, Shep has always helped dealers find tools designed to help maximize investments and improve the bottom line. His greatest satisfaction over his 35+ years of experience is watching clients connect with a concept and begin to see how it can work for them.

SHEREE ROTTERMAN

Sheree brings a hands-on understanding of the selling process to her 35 years of experience in the automotive arena. She lends this expertise in sales and leasing seminars, F&I training programs and management workshops. "My core objective is having a positive impact on your dealership business. I firmly believe that excellence is not a skill—it's an attitude."

BILL TIERNEY

With over 30 years in the automotive business, Bill brings unique insight to his role as a trainer. His executive sales and management background allows him to help others increase their earning potential by focusing on superior customer service. His personal interests in helping others succeed make him a valued member of the Ally professional team.

CLARK ZAFT

With 22 years of GMAC experience and United States Air Force training, Clark blends his knowledge of F&I products and services with strong motivational and team building skills. This combined with retail automotive consulting experience makes him a valuable asset to Ally training participants.

©2017 Ally Financial Inc. All rights reserved.
Ally is a registered service mark of Ally Financia Inc. Do It Right and Ally Academy are service marks of Ally Financial Inc.

ally. DO IT RIGHT.