



**from big
picture
to fine
details.**

Train to focus on success.

ALLY TRAINING CATALOG



ALLY ACADEMY

At Ally, we provide training that makes you open your eyes instead of rolling them. It sharpens your dealership skills and helps to develop new ones. Other training might be wasted time, but missing ours is a wasted opportunity. This is training taught by industry experts, designed to help make experts out of everyone.

In these pages, you'll find a wealth of course offerings to help you increase sales, cultivate new leadership and management techniques, augment your F&I business and elevate your fixed operations revenue with new skills and concepts.

All training isn't created equal, and we're proud to have the hardware to prove it. Discover why our training courses are the winners of a Gold Learning in Practice Award, a Bronze Brandon Hall Award and four Dealers' Choice Awards.



training courses

Ally offers training courses that are developed for your dealership's needs, and custom-tailored to help you reach your goals. No matter what your role, we have a course designed by industry experts to sharpen your skills and elevate your business to the next level.

Ally Academy offers on-demand, virtual, in-dealership or off-site classes, so we have the perfect training for you, designed to optimize performance and help enhance your overall business.

Find the perfect training course and take advantage of these exclusive learning opportunities today.

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

sales

p.11-13

courses ATTENDANCE MATRIX	Salesperson	Sales/Desk MANAGER	Internet Sales MANAGER	Finance MANAGER	Finance DIRECTOR	Service ADVISOR	Service MANAGER	GM/GSM
sales								
Selling Vehicle Essentials THE ART OF ENGAGING CUSTOMERS	●	●	●					●
Leasing Essentials MASTERING THE OPTIONS	●	●	●	●	●			●
Conducting Effective Sales Meetings	●	●	●					●
Eye on SmartLease® Webinar	●	●		●	●			●

management & leadership p.15-19

courses ATTENDANCE MATRIX	Salesperson	Sales/Desk MANAGER	Internet Sales MANAGER	Finance MANAGER	Finance DIRECTOR	Service ADVISOR	Service MANAGER	GM/GSM
management & leadership								
Managing Across Generations		●	●		●		●	●
Managing Retail Operations (MRO)		●	●	●	●		●	●
Situational Leadership	●	●	●	●	●	●	●	●
Hiring Team Players		●	●		●		●	●
Management by Strengths	●	●	●	●	●	●	●	●
5 Dysfunctions of a Team	●	●	●	●	●	●	●	●
Forecasting Effectively		●			●			●
Emotional Intelligence™ — TalentSmart	●	●	●	●	●	●	●	●
Building Diverse and Inclusive Teams	●	●	●	●	●	●	●	●
Operating Report Analysis		●			●			●
Dealer Expertise Assessment		●	●	●	●			●
Retail Automotive Consulting		●	●	●	●		●	●

courses ATTENDANCE MATRIX	Salesperson	Sales/Desk MANAGER	Internet Sales MANAGER	Finance MANAGER	Finance DIRECTOR	Service ADVISOR	Service MANAGER	GM/GSM
f&i								
F&I Management	●	●	●	●	●			
F&I Fundamentals and Process	●		●					
Ally Premier Protection Product Training	●		●	●			●	
F&I Management with Legal Awareness and ECOA Certification	●	●	●	●	●			

fixed operations p.25-28

courses ATTENDANCE MATRIX	Salesperson	Sales/Desk MANAGER	Internet Sales MANAGER	Finance MANAGER	Finance DIRECTOR	Service ADVISOR	Service MANAGER	GM/GSM	Warranty ADMINISTRATOR
fixed operations									
Warranty Consultation	●					●	●	●	
Warranty Management Training						●	●		●
Warranty Consultation Follow-Up Review	●					●	●	●	
Audit Mitigation	●						●	●	
Warranty Reimbursement Review	●						●	●	
Technician Warranty Training						●	●		
Service Drive Consultation	●					●	●	●	
Financial Statement Analysis	●						●	●	
Used Vehicle Process Analysis	●						●	●	
Service Management Training	●					●	●	●	

compliance and risk awareness

p.29-30

courses ATTENDANCE MATRIX	Salesperson	Sales/Desk MANAGER	Internet Sales MANAGER	Finance MANAGER	Finance DIRECTOR	Service ADVISOR	Service MANAGER	GM/GSM
compliance & risk awareness								
Fraud Awareness	●	●	●	●	●			●
Legal Awareness with ECOA Certification	●	●	●	●	●		●	●
ECOA Awareness for Dealers and Distributors	●	●	●	●	●			●





sales

selling vehicle essentials

The Art of Engaging Customers



In-Dealership

DURATION: 1 DAY

Long-term success starts with mastering a unique style and approach. To create a five-star customer experience, we'll hone sales skills — from the first meet-and-greet handshake all the way through write-up, closing and follow-up. We'll introduce an 11-step method that integrates innovative selling techniques into your existing sales process and can help enhance the overall customer experience. This class is designed to help turn every sale into a long-term relationship that generates referrals.

leasing essentials

Mastering the Options



In-Dealership or Roundtable

DURATION: 1 DAY

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).

For more information, contact
your Ally Account Executive,
email allyacademy@ally.com
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conducting effective sales meetings



In-Dealership

DURATION: 2.5 HOURS

Discover how to keep people's attention and how to really drive an effective and efficient sales meeting! We'll focus on industry best practices and learn from each other as well, so bring your best ideas and be ready to share.

eye on SmartLease[®] webinar



Virtual

DURATION: 1 HOUR

You already know that leasing leads to loyal, repeat customers who refer their friends and family. So, let's get you up to speed on the Ally SmartLease. You'll receive an email invitation to this webinar that will show you everything you need to know to get your customers on the road. Upon course completion, you will:

- Be able to demonstrate resources and offer options to your customers
- Calculate lease payments accurately
- Understand and be able to describe lease agreement terms







management & leadership

managing across generations



In-Dealership

DURATION: 1-4 HOURS

This session will help identify and define the different generations that exist in today's dealership environment and cover methods for recognizing specific needs of various generations. Discussions regarding communication differences, feedback strategies, management style, work ethic and life balance are included in the course. You'll also learn effective approaches for each generation when developing and motivating them.

managing retail operations (MRO)



In-Dealership or Off-Site

DURATION: 4.5 DAYS

We take five 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.

management by strengths



In-Dealership

DURATION: 2.5 HOURS

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 optimize customer interaction and dealership teamwork.

5 dysfunctions of a team



In-Dealership or Off-Site

DURATION: 8 HOURS

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.

situational leadership®



In-Dealership or Off-Site

DURATION: 8 HOURS

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.

forecasting effectively



In-Dealership

DURATION: 2 HOURS

Empower yourself with the tools to plan ahead. By forecasting effectively, you can monitor your company's progress, reveal trends and pinpoint if things go off course to help you stay on track for your best year yet. In a half day, the Forecasting Effectively class will help you understand the principals of how to create an accurate yearly forecast and develop a plan that will make it possible to achieve your goals.

hiring team players



In-Dealership

DURATION: 2 HOURS

Employee turnover rate in dealerships has become a staggering challenge for the industry. By using the right techniques, employers can grab the attention of job seekers and attract top talent through job postings, interview techniques, training and on-boarding. Ally works with dealers to train them on how to successfully hire employees that fit within their culture, which reduces turnover rates and shrinks losses.

emotional intelligence™ – TalentSmart



In-Dealership

DURATION: 8 HOURS

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. 17

building diverse & inclusive teams



In-Dealership or Off-Site

DURATION: 3 HOURS

Diversity and Inclusion is a business strategy. Knowing and understanding the marketplace as a diverse and multicultural customer base is ever critical to business success. This session will help to build additional knowledge and use tools to lead, manage and work with and in diverse teams, create an inclusive workplace, and serve all customers to enhance relationships, engagement, productivity, commitment, quality and profitability.

operating report analysis



In-Dealership

DURATION: 2.5 HOURS

Having a basic knowledge of your dealership's operating report is vital in running a profitable dealership. We'll show you how your operating report can help you identify areas needing maintenance or repair, so you can take action to keep your dealership running at top performance.

**For more information, contact
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dealer expertise assessment



Off-Site

DURATION: 2-3 DAYS

When it comes to running your dealership effectively, how do you rate yourself? This exciting competency-based training can tell you by simulating a rigorous "day in the life" for a dealership. This is a true test of how you apply management skills, drive efficiency and profitability and display the interpersonal, leadership and personal attribute skills that drive employee performance and customer satisfaction. Take the test and see where you and your dealership stand!

retail automotive consulting



In-Dealership

DURATION: VARIES

We use a truly consultative approach to give you an in-depth analysis of your dealership's financial statement. We start by looking deeper to identify areas where you're performing and highlight where improvement is needed. After we examine everything from how managers use departmental data to how your price structures and sales approach are set up, we give you a detailed report and customized plan of action. This plan is designed from best practices from other dealerships to help impact profitability, customer satisfaction and help you meet your goals.







finance & insurance

f&i management



Off-Site

DURATION: 2 DAYS

Navigating a customer through a suite of F&I products during a vehicle sale can be tricky and challenging. This course will help your F&I Managers learn how to make the customer turnover from Sales to F&I, seamlessly teach you how to conduct a more effective customer interview and how to maximize each sales opportunity. The difference is often a matter of confidence, listening skills and technique. Help advance your F&I Manager's performance and witness its effect on your organization's profitability and reputation.

f&i fundamentals and process



In-Dealership

DURATION: 3 DAYS

Our F&I Management training course can help take your F&I performance to the next level by delivering this essential training right to your doorstep. This option delivers an F&I Management Seminar in a more condensed format while still providing a comprehensive learning experience. Training topics include: F&I roles & responsibilities, dealership communication, customer interview, menu design & presentation, addressing customer concerns, closing techniques, product review, and more.

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ally premier protection product training



On-Demand

DURATION: 1 HOUR

Ally Premier Protection Product Training is an interactive training course that allows a user to learn the features and benefits of the Ally Premier Protection vehicle service contract and the Ally Auto Care vehicle maintenance contract.

Objectives:

- Describe the Ally Premier Protection vehicle service contract
- Describe the Ally Auto Care vehicle maintenance contract
- Describe vehicle & plan purchase eligibility
- Identify the four surcharges available
- Describe claim payment reimbursement guidelines

f&i management w/legal awareness and ECOA certification

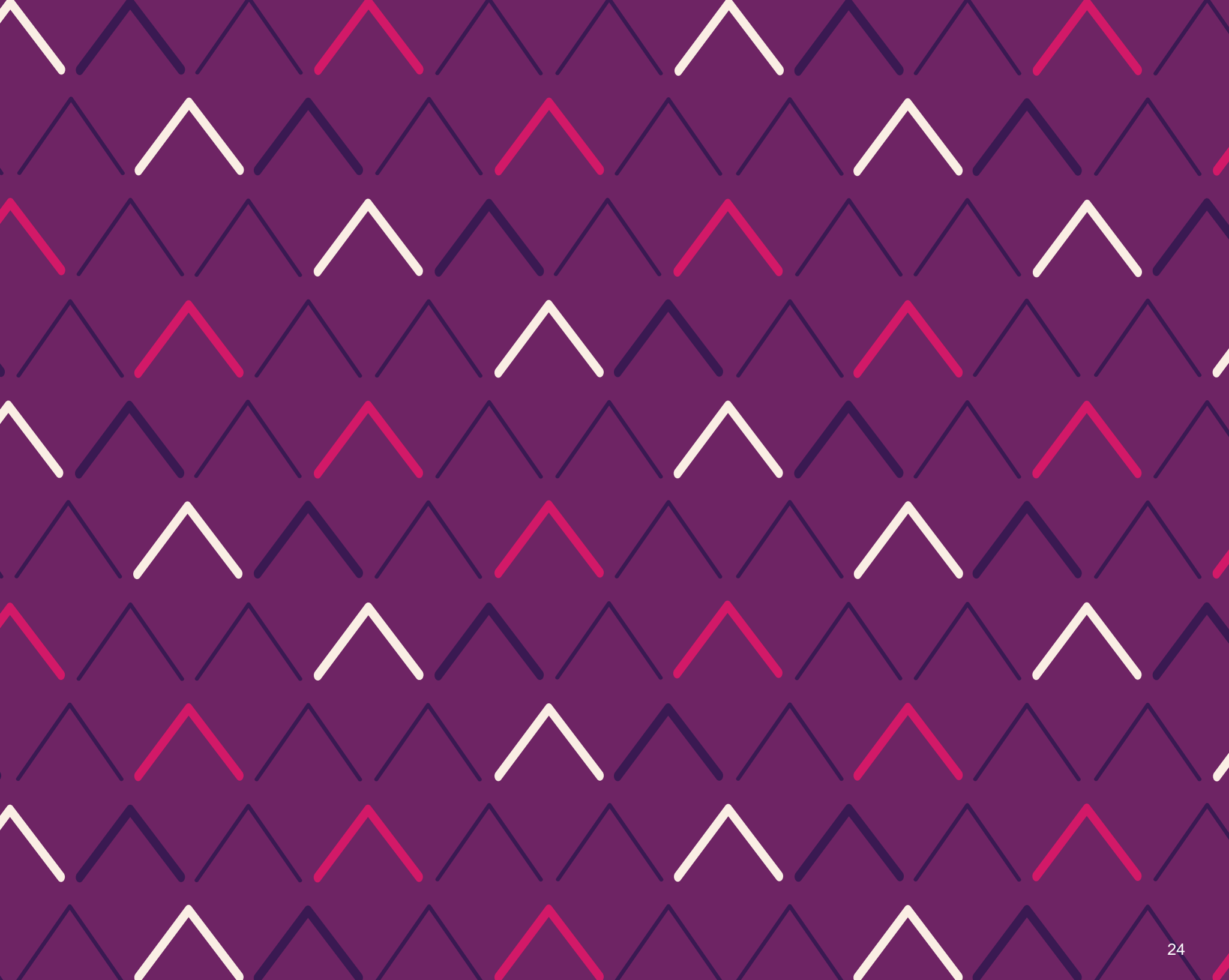


Off-Site

DURATION: 4 DAYS

We've brought F&I Management together with Legal Awareness w/ ECOA Certification training into one multi-day session to help save your valuable time and money. This option will quickly get you up-to-speed on some of the most common laws and regulations that govern today's automotive landscape. It'll also teach you the tricks of the trade to help maximize your F&I performance. All in just four days of training: two 1 1/2-day F&I Management sessions, and two 1/2-day Legal Awareness with ECOA Certification classes.







fixed operations

warranty consultation



In-Dealership

DURATION: VARIES BY DEALER

Let our team of consultants analyze your warranty expense reports to help identify drivers in high-expense areas, as well as a large scope of repair orders for possible missed revenue opportunities.

The complete Warranty Consultation process includes:

- Repair order review, including manufacturer policy & procedure compliance and unrealized revenue
- Warranty performance report analysis which identifies trends and/or high-frequency expenses
- Warranty claim payment receivable schedule review

warranty management training



In-Dealership

DURATION: VARIES BY DEALER

Our experts will work one-on-one with your Service Manager, Warranty Administrator and Service Advisors to provide specific direction in the following areas:

- Proper repair order write-up and customer concern documentation
- Interpretation of factory policy and procedure guidelines
- Factory expense report analysis, required management documentation and best practices

audit mitigation



In-Dealership

DURATION: VARIES BY DEALER

We'll help review and identify potential debits from your most recent manufacturer audit, and assist by compiling information through each stage of the mitigation process to help build your case for disputed claims and achieve a successful resolution.

warranty reimbursement review



In-Dealership

DURATION: VARIES BY DEALER

We'll conduct a Warranty Reimbursement Review (WRR) to help identify customer pay repair orders with "warranty-like repairs" to submit for a warranty rate adjustment. If a reimbursement rate is considered, we will help prepare the required documentation for the dealer submission to the manufacturer.

warranty consultation follow-up review



In-Dealership

DURATION: VARIES BY DEALER

After a warranty consultation, we'll keep your staff on its toes with a follow-up review. We'll analyze your factory warranty expense report to identify expense drivers and evaluate repair orders to pinpoint ongoing challenges and areas for improvement. A detailed report will be prepared to help reduce the number of potential debits and increase compliance with factory warranty policies and procedures.

technician warranty training



In-Dealership

DURATION: VARIES BY DEALER

Dealership technicians will receive classroom instruction on the interpretation of factory policy and procedure guidelines, as well as compliance requirements to properly document repair orders for factory repairs.

service drive consultation



In-Dealership

DURATION: VARIES BY DEALER

Part 1 – Assess

Our Fixed Operations Consultants will perform an initial Service Drive Observation to identify your unique needs and work closely with your management team to develop a personalized plan of action. We'll analyze a sampling of your customer pay repair orders to show deviations and identify opportunities to increase departmental efficiencies in areas such as:

- Income development
- Menu presentations
- Incomplete repair order write-ups
- Inaccurate booking or billing of labor and/or parts
- ROs with missing or incomplete vehicle inspection reports

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 repair orders written, dollars per RO and CSI. Continuous evaluation and written progress reports will also 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 will also be conducted in the following areas:

- Proper phone skills and appointment setting for shop loading
- Repair order write-up training covering everything from the initial meet and greet to vehicle walk-arounds and menu presentations
- Standardized customer communications process expectations
- And much more

financial statement analysis



In-Dealership

DURATION: VARIES BY DEALER

We'll perform an in-depth analysis of your service department financial statement and make recommendations 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 provided.

used vehicle process analysis



In-Dealership

DURATION: VARIES BY DEALER

Let us examine your current used vehicle process from purchase or trade through reconditioning to help identify opportunities within your current processes with an end goal of improving cash flow, maintaining compliance and reducing comebacks.

service management training



In-Dealership

DURATION: VARIES BY DEALER

We will help your management team take the service department to the next level. It begins with providing exceptional customer service. We will show you how to optimize processes, develop personnel and analyze KPIs that drive business and keep customers coming back. We will assist in building action plans to provide 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. Together we'll create a foundation for customer service success by installing proven processes, reviewing pay plans and working on pricing strategies.

For more information, contact an
Ally Fixed Operations Consultant
at: toll free (833) 304-2559, email
FixedOps@ally.com or visit
allyfixedops.com.



compliance and risk awareness

fraud awareness



In-Dealership

DURATION: 3 HOURS

Let Ally's experience identifying fraud in the retail auto space help you protect your dealership and customers. You'll learn how to identify fraud — everything from fraudulent documentation to false identifies, and the simple effective adjustments you can make to your processes that will help you to sell with confidence.

legal awareness with ECOA certification



In-Dealership

DURATION: 3.5 HOURS

Laws and regulations can change faster than the technology in new cars. Now, dealers can keep pace with our federal government's ever-changing rules and regulations by taking this easy-to-understand, instructor led class. Legal Awareness with ECOA Certification educates dealers on some of the most pressing laws affecting the industry, penalties for violations and how to help safeguard against fraud. Dealers will learn the importance of assessing their own job-specific risks and how they can start protecting themselves right away.

ECOA awareness for dealers and distributors



On-Demand

DURATION: 15 MIN.

An understanding of the Equal Credit Opportunity Act (ECOA) is fundamental for any dealership. This complimentary online course is intended to cover general principles and increase awareness of ECOA's requirements, which apply to dealerships in their capacity as creditors. Well-meaning dealership employees who are ill-informed about the ECOA can put your dealership operations at risk. Help avoid any misunderstandings through this straightforward and easy-to-complete online tutorial. All learners receive a certificate of completion, demonstrating their commitment to compliance. This class is the perfect complement to your dealership's yearly compliance program.

For more information, contact
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on-demand courses

about ally

- Ally Business Overview
- Getting Started with the Dealer Portal
- Using the Dealer Portal
- Dealer Storefront

business office

- Statement of Dealer Finance Income User Guide
- Vehicle Protection Center
 - Billing and Claims Disbursement App Training
- Vehicle Protection Center (VPC)
 - Claims Application Training
- Vehicle Protection Center (VPC)
 - Contracts Application Training

commercial services group

- CSG 01 - Introduction to Business Vehicle Financing v17
- CSG 02 - Retail Business Financing
- CSG 03 - SmartLease
- CSG 04a - ComTRAC Overview
- CSG 04b - ComTRAC Details
- CSG 04c - ComTRAC Overview
- CSG 05 - Municipal Lease - Purchase
- CSG 06 - Upfit Financing
- CSG 07 - Third-Party Guaranty
- CSG 08 - Commercial Credit Line
- CSG 09 - Custom Payment Plan
- CSG 10 - SmartAuction
- CSG 11 - Implementing Business Vehicle Financing
- CSG 12 - Dealer Tools

sales

- NetQuote and Residual Value Lease Guide (RVLG)
- SmartLease
- SmartLease Contracting Job Aid
- Retail Process Overview
- SmartCash



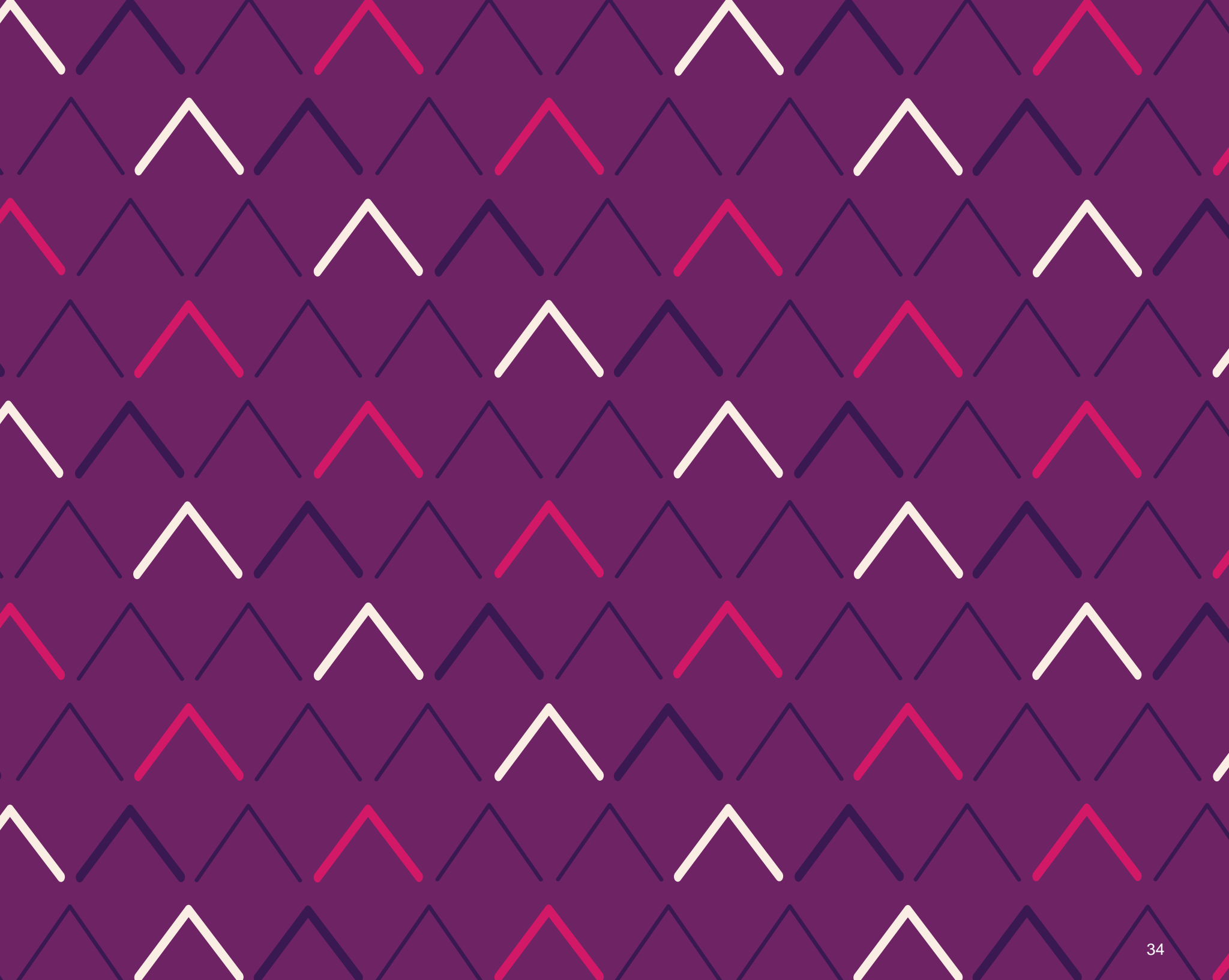
- Ally Premier Protection Product Accreditation Exam 1 of 4
- Ally Premier Protection Product Accreditation Exam 2 of 4
- Ally Premier Protection Product Accreditation Exam 3 of 4
- Ally Premier Protection Product Accreditation Exam 4 of 4
- Ally Premier Protection Product Training
- SmartLease Protect - Product Knowledge and Sales Support

compliance

- ECOA Awareness for Dealers and Distributors

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**experienced
trainers & teachers**

WAYNE WEXLER



Title — Regional Training Specialist

Auto Business Experience — 32+ years

Training Certifications — During his tenure as a revenue producer, he always found much satisfaction in the success of those around him and this ultimately steered him to take a position in Learning and Development

Wayne's Secret Ingredient — He has held roles as an automotive sales consultant, F&I Manager and General Sales Manager as well as working in both the automotive marketing and the automotive consulting industry.

CORY REEDY



Title — Regional Training Specialist

Years at Ally — 6 months

Auto Business Experience — 10 years

Training Certifications — Ally Presentation Skills; Train the Trainer; Fundamentals of Business Continuity; 2019 AML & OFAC Awareness

Cory's Secret Ingredient — With his retail car business background, Cory fully understands the day-to-day operations inside a dealership. He believes understanding your client in detail helps bridge the gap between a dealership's brand and their end customer.

ADRIAN ARAGONA



Title — Regional Training Specialist

Years at Ally — 1

Auto Business Experience — 25 years

Training Certifications — Northwood University-Automotive Management, Executive Business Management Program, Certified Trainer-Langevin Learning, Certified Instructional Designer-Langevin Learning, Certified Coach-Pinnacle Training Systems, Intention Based Training Certification-Pinnacle Training Systems, Leadership Development-Wilson Learning, Sales Development-Wilson Learning, Everything DiSC Certified

Adrian's Secret Ingredient — His commitment to pursuing the best in people, processes, and technology. Adrian's innovative strategic thinking helps drive down costs, increase revenues, and improve overall performance.

PATRICIA BOCHEY



Title — Regional Training Specialist

Years at Ally — 1

Auto Business Experience — 12 years

Training Certifications — B.S. in Technical Communication with a core emphasis on digital content and technology solutions including Technical Writing, Software Documentation, and Marketing Communication

Patricia's Secret Ingredient — Staying in tune with trends and best practices to ensure her educational content is relevant and provides maximum value in the classroom.

CARSON COURTNEY JR.



Title — Regional Training Specialist

Years at Ally — 1

Auto Business Experience — 45 years

Training Certifications — Criterion Referenced Instruction and Design; Kirkpatrick Four Levels of Training Evaluation; Situational Leadership II; Management by Strengths; Resource Training Group - F&I Management; Toyota F&I Academy

Carson's Secret Ingredient — He's experienced nearly every role in the auto business from salesperson to general manager. This gives him a unique perspective and a fountain of knowledge that makes his training style one of a kind.

SCOTT HEINBAUGH



Title — Regional Training Specialist

Auto Business Experience — 23 years

Training Certifications — Retail automotive experience with 17 years in management

Scott's Secret Ingredient — His energetic and focused training style engages participants on a deeper level and helps them plan a clear path to success and profitability. Scott's "why" is fulfilled when someone improves his or her way of life as a result of the training he provides.

JOE VAN DUERM



Title — Regional Training Specialist

Years at Ally — 1

Auto Business Experience — 11 years

Training Certifications — Certified Franklin Covey Instructor, B.A. from Northern Illinois University

Joe's Secret Ingredient — Delivering impactful training that satisfies each participant's desire to learn and excel at what they do — while managing to have some fun along the way.

BILL MULVIHILL



Title — Senior Leadership Training Specialist

Years at Ally — 12

Auto Business Experience — 19 years

Training Certifications — Communispond – Presentation Skills; Ken Blanchard – Situational Leadership II; TalentSmart – Emotional Intelligence; TableGroup – 5 Dysfunctions; Ally Leadership Development – LEADing Ally; Managing the Ally Way; Ally Orientation; Bob Pike – Coaching for Success; Ford Motor Company – IDL Facilitation

Bill's Secret Ingredient – His 20-plus years of experience providing relevant, meaningful and impactful leadership training.

SEAN TEINERT



Title — Regional Training Specialist

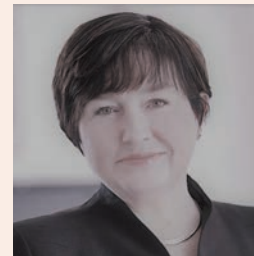
Years at Ally — 5

Auto Business Experience — 24+ years

Training Certifications — AFIP certified; Conducts two-day finance training seminars and as in-store training and support

Sean's Secret Ingredient — His wealth of experience with everything from selling cars to finance and sales management. Sean is passionate about growing and developing current and new talent in an industry that continues to evolve daily.

STEPHANIE WALTERS



Title — Regional Training Specialist

Years at Ally — 1

Auto Business Experience — 20+ years

Training Certifications — Over 20 years of dealership experience and over a decade of law enforcement skills

Stephanie's Secret Ingredient — Her dedication to elevating people to their highest potential. Stephanie elevates culture through proven processes, customized training, employee growth and leadership training.

SHEREE ROTTERMAN



Title — Trainer

Years at Ally — 8

Auto Business Experience — 20+ years

Training Certificates — AFIP Certified

Sherree's Secret Ingredient — Her belief that if you love what you do, you never work a day in your life drives her to train and develop sales professionals to reach their peak performance.

BRENT MOSS



Title — Trainer

Years at Ally — 1

Auto Business Experience — 38 years

Training Certifications — Master's in Organizational Management; Certified as a mediation and arbitration specialist; Member of the Association of Finance and Insurance Professionals; Securities 7 and Insurance License

Brent's Secret Ingredient — His ability to clarify issues and thoughtfully discuss potential solutions makes Brent a valuable asset to dealer relations and training.

HARVEY FISHER



Title — Trainer

Years at Ally — 7

Auto Business Experience — 40 years

Training Certifications — Business Development Manager (BDM)

Harvey's Secret Ingredient — His ability to clarify issues and thoughtfully discuss potential solutions has served the Ally Academy well, making Harvey a valuable asset to dealer relations and training.

CLARK ZAFT



Title — Trainer

Years at Ally — 32

Auto Business Experience — 32 years

Training Certifications — Fraud, Legal, Selling Vehicle Essentials, Leasing

Clark's Secret Ingredient — He creates a open and collaborative classroom environment. Clark believes listening to new ideas with an open mind helps create self-motivation and stimulates growth personally and professionally.

KATE KAMMES



Title — Trainer/Consultant

Years at Ally — 13

Auto Business Experience — 18+ years

Training Certifications — B.A. — Social Work; Master of Arts — Training and Development; Certified in several renowned leadership, management, customer service and communication programs

Kate's Secret Ingredient — She's always had a passion for helping others, and finds satisfaction in doing that through training and one-on-one coaching in the automotive business.

BILL TIERNEY



Title — Trainer/Consultant

Years at Ally — 6

Auto Business Experience — 40 years

Training Certifications — MBS; MBA; MRO; ECOA

Bill's Secret Ingredient — Experience including Executive Sales & Executive Business Operations positions gives Bill a unique understanding that helps dealers and individual dealer employees maximize their profits and earning potential.

CLAY NELSON



Title — Trainer

Years at Ally — 30

Learning & Development Experience — 27 years

Training Certifications — Original Project Manager for Managing Retail Operations

Clay's Secret Ingredient — His years in retail have allowed him to design, develop and deliver challenging and impactful training for all areas of the automotive business. Clay's philosophy, "The best dealership personnel never stop learning."

JIM GUBICZA



Title — Training Specialist

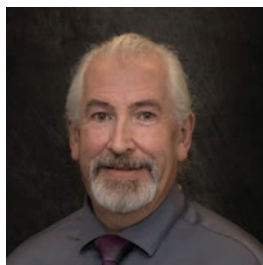
Years at Ally — 5

Auto Business Experience — 21 years

Training Certifications — Situational Leadership II; Emotional Intelligence; Five Dysfunctions of a Team; Ally Presentation Skills

Jim's Secret Ingredient — He's the Batman of the Learning & Development team, always prepared and able to utilize every tool in his utility belt to bring long-term, sustainable growth and development to both our internal Ally Insurance trainees as well as our external dealership partners.

NICK APPLGATE



Title — Sr. Fixed Ops Consultant

Years at Ally — 31

Auto Business Experience — 35+ years

Training Certifications — Degrees in Automotive Technology and Business Administration; ASE certification as a Master Automobile Technician

Nick's Secret Ingredient — He enjoys assisting dealers with process improvements to drive Fixed Operations profitability and specializes in working with dealers on the process of achieving a manufacturer's warranty rate increase.

SUSAN MENDIOLA-COOK



Title — Fixed Ops Consultant

Years at Ally — 25

Auto Business Experience — 23 years

Training Certifications — MBA

Susan's Secret Ingredient — Her drive to assist dealers with providing the ultimate customer service experience and achieving their financial goals.

DARRELL KESTELOOT



Title — Internal Training Specialist

Years at Ally — 11

Auto Business Experience — 15 years

Training Certifications — Master's in Human Resources; B.S. in Marketing

Darrell's Secret Ingredient — He's passionate around helping his peers reach their career and personal goals while making training fun.

THOMAS VAN WINKLE



Title — Sr. Fixed Ops Consultant

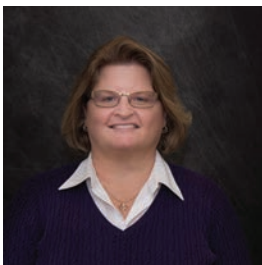
Years at Ally — 30

Auto Business Experience — 30+ years

Training Certifications — Highly trained automotive machinist with training in advanced automotive technology and fixed operation knowledge

Thomas's Secret Ingredient — Along with providing coaching, training, detailed analysis and process improvements to dealers, Tom also enjoys developing additional programs for the Ally team to further meet dealers' needs.

LORI HOLLOWAY



Title — Fixed Ops Consultant

Years at Ally — 10+

Auto Business Experience — 25+ years

Training Certifications — Dealership experience in service advising, dispatching, warranty administration and leadership; B.S. in Automotive Technology

Lori's Secret Ingredient — Her passion for improving dealership processes while helping dealers reach profitability goals. She also brings a wealth of industry knowledge which allows her to support and train dealership personnel and develop people to their full potential.

JOE HAMMELL



Title — Sr. Fixed Ops Consultant

Years at Ally — 3

Auto Business Experience — 7 years

Training Certifications — B.A. in Communications Management

Joe's Secret Ingredient — Joe combines his sales expertise, consultative skills, coaching, leadership and results-driven techniques with his love of the automotive industry. He leverages all his combined experience to help dealers make the necessary shifts in their operations to improve their bottom lines.

DARYL PORTER



Title — Sr. Fixed Ops Consultant

Years at Ally — 25+

Auto Business Experience — 30+ years

Training Certifications — Experience with training in automotive technology and collision from owning and operating an independent repair facility in Los Angeles

Daryl's Secret Ingredient — Daryl excels at working with dealers to improve Fixed Operations processes and to develop people to reach their full potential. His expertise is helping dealers optimize their Fixed Operations to generate the financial and customer experience results they desire.

STEVE STEARMAN



Title — Sr. Fixed Ops Consultant

Years at Ally — 8

Auto Business Experience — 28+ years

Training Certifications — Owner/operator of an independent automotive repair chain; Supplier Quality Engineer for a domestic auto manufacturer; B.S. in Technical Management; A.A.S. in Quality Control

Steve's Secret Ingredient — Steve brings a wealth of process improvement experience to the team and excels at helping dealerships achieve Fixed Operations profitability goals.

NORBERT ALEKS



Title — Sr. Fixed Ops Consultant

Years at Ally — 20

Auto Business Experience — 25+ years

Training Certifications — Experience in fixed operations, retail, wholesale, and customer service

Norbert's Secret Ingredient — Norbert is strong in driving results within the customer management process, fixed operations profitability, as well as developmental coaching and training of employees.

ABEL RODRIGUEZ



Title — Sr. Fixed Ops Consultant

Years at Ally — 9

Auto Business Experience — 20+ years

Training Certifications — Automotive industry experience ranging from OEM part sales to various areas of dealer-facing expertise with Ally

Abel's Secret Ingredient — His success is based on his active listening approach to provide dealers with what they really need to drive fixed operations results.

SCOTT SZYMONIK



Title — Sr. Fixed Ops Consultant

Years at Ally — 30

Auto Business Experience — 30+ years

Training Certifications — Automotive Technology and Service Management; GM Automotive Service Educational Program (ASEP)

Scott's Secret Ingredient — Scott brings a well-rounded skill set to dealers; from training and coaching on process improvements to manufacturer's warranty compliance expertise. He is driven to improve dealership processes, develop people to their full potential, and achieve dealership financial goals.

TIM JARRELL



Title — Sr. Fixed Ops Consultant

Years at Ally — 7

Auto Business Experience — 11+ years

Training Certifications — B.S. Automotive Technology; M.B.A.

Tim's Secret Ingredient — Tim brings a wealth of industry knowledge and experience — including customer service excellence, training, coaching on process improvement, and manufacturer's warranty compliance expertise.

ROY SIMPSON



Title — Fixed Ops Consultant

Years at Ally — 9

Auto Business Experience — 25+ years

Training Certifications — Automotive retail market experience including various dealership fixed operations roles; Created a customer experience excellence program with Shelby American; Dealer facing positions within Ally

Roy's Secret Ingredient — His expertise in dealership processes and customer relations allows Roy to enhance operational efficiencies and the customer experience for maximum profitability and dealer success.

JIM STEELE



Title — Sr. Fixed Ops Consultant

Years at Ally — 13

Auto Business Experience — 30+ years

Training Certifications — Operations Management roles within both variable and fixed operations; service, sales and marketing with a major OEM; Owning and operating small retail sales and service operations

Jim's Secret Ingredient — He is a results-oriented instructor who works to help dealers optimize their Fixed Operations and generate positive results.

JENN DAL SANTO



Title — Training Coordinator

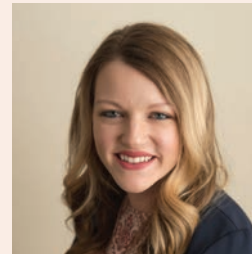
Years at Ally — 8

Auto Business Experience — 8 years

Training Certifications — B.A. in Psychology

Jenn's Secret Ingredient — Her passion for creating connections, building relationships, and helping those around her succeed.

SAM ALLEN



Title — Learning & Development Specialist

Years at Ally — 1

Auto Business Experience — 1 year, plus over 5 years' experience in the Financial Services industry with roles in customer service, business analysis, and product management

Training Certifications — B.A. in English, Master's in Training and Development

Sam's Secret Ingredient — Her passion for creating engaging learning experiences for professionals, contributing to positive organizational change.

LANE HAGERDORN



Title — Manager

Years at Ally — 5

Experience — 30 years

Training Certifications — AFIP; Communispond; Senior Military Training Instructor; Train the Trainer

Lane's Secret Ingredient — His humility, intelligence, and drive for increasing capabilities and performance of everyone he interacts with.

NICK JACKSON



Title — Manager

Years at Ally — 5

Auto Business Experience — 10 years

Training Certifications — He has held various roles in the industry from Sales and F&I at highline dealerships to Remarketing Sales Manager at Ally; graduate of Northwood University

Nick's Secret Ingredient — His winning combination of experience in the field as well as at the dealership uniquely qualifies Nick to support dealers, Account Executives and the Dealer Training team.

JEFF EVANS



Title — Manager

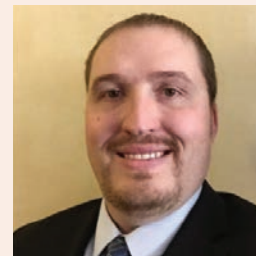
Years at Ally — 7

Auto Business Experience — 14 years

Training Certifications — MBA in finance and marketing

Jeff's Secret Ingredient — Jeff has worked with over 1000 dealers as a factory motors rep, software rep, small business owner selling marketing services and now at Ally in auto finance and insurance. He brings creative, outside-the-box thinking into real world scenarios with dealers and help them solve problems with practical business management skills.

MIKE DODD



Title — Manager

Years at Ally — 6

Experience — 10+ years

Training Certifications — MBA in Finance; B.S. in Psychology; Senior Certification – AFIP

Mike's Secret Ingredient — He enjoys leading in all learning and development environments and brings an excitement for educating and growing individuals as well as teams.

ROBERT BROOKS



Title — Manager

Years at Ally — 15

Auto Business Experience — 25+ years

Training Certifications — B.S. in Business; Fixed Operations Director

Robert's Secret Ingredient — His ability to break down the fixed operations portion of the financial statements to help dealers identify opportunities for growth and efficiencies.

ALLAN BRACE



Title — Manager

Years at Ally — 10

Auto Business Experience — 30+ years

Training Certifications — Salesperson, sales manager, service advisor and service manager at various franchise and independent dealers

Allan's Secret Ingredient — Allan enjoys working with dealership personnel on the customer experience, identifying opportunities, and developing their ability to be ready for anything through coaching and training; because as he always says, "No two days are ever alike in the automotive industry."

ROBIN SALLEY-MAPLES



Title — Strategic Accounts Training Specialist

Years at Ally — Since July 2019

Auto Business Experience — 7 years

Training Certifications — Train the Trainer, Inside Out

Robin's Secret Ingredient — Being genuine. She believes in relationship building and helping others reach their goals. Robin finds great joy in being able to use her experience and knowledge to offer support and help others be successful.

ALISHA KLEZMER



Title — Regional Training Specialist

Years at Ally — New to the Ally Team

Auto Business Experience — 6 years

Training Certifications — B.A. in Finance

Alisha's Secret Ingredient — Alisha brings a contagious positive attitude and a passion not just for the automotive industry as a whole but for helping others grow and develop in an ever-changing business.

PATRICK HENNESSEY



Title — Director

Years at Ally — 3

Auto Business Experience — 20+ years

Patrick's Secret Ingredient — Patrick has a passion for helping the people who work hard to improve the perception of the automotive retail industry. He gives his all to make sure they have the training and tools for long-term success.

notes

