Performance University

Course Catalog

FY2022

The average Fortune 300 Company spends approximately $1800 per person for training annually. This tremendous investment typically has little lasting impact and traditionally less than 5-30% retention levels. Performance U (Anytime, Certification, and Proficiency testing) yields an 80% plus retention level and sits at the highest marks of any learning environment.

We are the industry innovator and pioneer in providing live interactive and engaging training. Our training is available on PC, tablets, iPad, iPhone and Android. Our training is the most flexible and learning-friendly environment in the industry and the training is based on the proven and effective spaced-repetition learning model.

Training should not solely be about delivering material to students. Rather, training should be more about learning proven skills and mastering the ability to put those new skills into action.

When you choose Performance U, you are selecting the most powerful training partner your business can have. We offer over 185 courses that are designed to help your employees learn and grow in their skills and abilities.

What differentiates Performance U from other traditional online training is that we provide and appointment-based one-on-one live coaching sessions where you can actually interact with a trainer, ask questions, role-play with peers and much more.

At the onset we will help you select a Performance U Champion at your organization and work directly with them on helping you get started. We will help you with setting up your associates in the Learning Management System with their system credentials, Personal Education Plan (PEP), and work with you on establishing any personal standards and rules you wish to apply to your education plans.

Each associate then will have a PEP of their own. When your employees log in to Performance U they will go to their PEP page and at a glance be able to view all the courses in their personalized learning plan, see their progress, measure proficiency, access resources, or take Anytime courses.

As a manager at your organization, you will be able to see real-time attendance, PEP progress and the proficiency for each of your employees. Additionally, if you have leadership courses or other courses that have been selected for you, you may simply click on your own PEP to follow your own learning plan.

Performance U supports multiple learning modalities and also offers training in English, French and Spanish. Our goal over the next year is to bring you and your employees more powerful Certification programs and Coaching opportunities.

- **Anytime Learning** courses are the same great material as in our Live courses made available to you anytime you need a quick refresher or if you just want to brush up on your favorite material before you begin the day
- **Proficiency Testing & Certification** is a key piece of ensuring your employees are taking learning seriously and are capable of demonstrating their new knowledge of the material learned
- **One-on-One Coaching** is available by appointment for individuals or groups. You work directly with your CDK Performance Process Consultant to determine the agenda. Currently we provide coaching in over 40 skill areas and have plans to expand this even further.

Performance U is committed to a simple mission: grow your people to grow your business.

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Leadership Series

Coaching Only (Anytime coming in 2021)

LD101 **Building a Winning Team:** Social proof and the six forms of influence.

LD102 **Implementing Positive Change:** The formula for implementing positive change.

LD103 **10 Styles of Effective Leadership:** Learn the ten styles of leadership and the executing the Leadership Playbook.

LD104 **Motivating a Winning Team:** The top ten reasons employees fail, eight symptoms you will see, and the ABC's of Leadership.

LD105 **Coaching Versus Managing:** The differences in Coaching vs. Managing, Principles of Coach and the best practices for Daily one-on-ones.

LD106 **Leading by Objectives:** Repetitive perfection, the three obstacles to replication, SMART Goals, and the value of strategic and tactical thinking and objectives.

LD107 **The Clock & The Compass:** Prioritizing your day, handling emergencies and dealing with distractions, and the four quadrants of time management.

LD108 **Most Common Mistakes:** The eight most common mistakes leaders make every day.

Introduction to Connected Retail*

Anytime

ICR101 **Connected Mindset:** Strike a balance between the right mindset and the proper use of modern tools. Get a new perspective on how using technology can enhance your customer's engagement experience.

ICR102 **Connected Preparation:** Build a roadmap to more appointments, sales, higher gross profit and better CSI. Learn simple strategies that will make you "retail ready" every day. Understand all the tools and technology involved in both preparing a customer's in-store arrival and taking the experience to them.

ICR103 **Connected Strategies:** Learn to introduce Connected Retail core concepts through human connection, real-time virtual communication, and tying it all together to provide the customer's buying journey.

Additional Connected Retail Curriculum coming in 2021

Communications Skills Fundamentals

Anytime & Coaching

CS100 **Foundation Customer Experience**: Foundational elements needed to build an excellent customer experience.

CS101 **Communication Essentials**: The essential elements needed to build excellent communication skills, leading to a better customer experience.

CS102 **Pace/Lead Basic Level**: An introduction to the basic elements of the Pace/Lead communication model and how it to your communication efforts with clients.

CS103 **Pace/Lead Next Level**: Learning how to better leverage the Pace/Lead communication model to begin to address client concerns.

CS104 **DiSC Introduction Power of Personality**: An introduction to the personality profiles of the DiSC self-assessment tool and how to apply them in your communication skills to build a better customer experience.

CS105 **DiSC Dominant Style**: How to recognize a client that clearly identifies primarily as a Dominant DiSC personality profile and strategies for adapting your communication skills to better communicate with them.

CS106 **DiSC Influencer Style**: How to recognize a client who obviously identifies as an Influencer DiSC personality profile and strategies for adapting your communication skills to better communicate with them.

CS107 **DiSC Steady Style**: How to recognize a client who identifies more as a Steady DiSC personality profile and strategies for adapting your communication skills to better communicate with them.

CS108 **DiSC Compliant Style**: How to recognize a client who identifies primarily as a Compliant DiSC personality profile and strategies for adapting your communication skills to better communicate with them.

Service Excellence (Service BDC)

Anytime & Coaching

SE100 **Effective Communication:** Learn how to effectively communicate to customers and develop a skill that can turn potentially negative situations into life-long business relationships.

SE101 **The Concierge Experience:** Build a stronger understanding of the service experience you provide through the eyes of the customer. Learn processes that foster more meaningful and productive business conversations.

SE102 **The Appointment Cycle:** Learn how to increase scheduled, on-time shows, and customer-pay opportunity process for a 30% gain in daily service appointments.

SE103 **Service First Touch:** There is a more effective way to schedule your first-time service opportunities. Learn how to increase conversions from sales-to-service by implementing a proven strategy.

SE104 **Inbound Opportunities:** Gain skills and a better understanding of where and how your inbound opportunities come to your department and how to improve your individual and teams performance.

SE105 **Outbound Opportunities I:** Implement effective follow-up strategies for service visits, no-shows and declined service opportunities.

SE106 **Outbound Opportunities II:** Proven follow-up contact strategies for “Defectors” and “Haven’t visited in a while customers” that can increase daily service revenue.

SE107 **Complaint Resolution:** Implement a customer-centric complaint resolution process for your entire dealership. Learn how to address complaint situations and convert them into customer-for-life scenarios.

SE108 **Digital Engagement:** Discover new ways to engage and communicate with customers using technology – ways that better resemble how customers prefer to interact with your service department.

Service Development (Service BDC)

Coaching & Anytime
Spanish & French Only

SD101 **Implementing the Service Appointment Model:** Learning the Daily Appointment Service Cycle that nets a 30% gain in daily on-time service appointments.

SD102 **Top 10 Service Objections:** Learn how to effectively communicate and turn potentially negative situations in to advocacy for life.

SD103 **Mastering the Incoming Service Call:** Learn how to create high schedule, on-time show, and increase customer pay opportunities.

SD104 **First-Time Service Scheduling:** Learn how to effectively schedule your first-time service opportunities.

SD105 **Increase Customer Satisfaction:** Implement effective follow-up strategies for service visits and opt-out service opportunities.

SD106 **Creating Service Loyalty:** Implement a proven follow-up and contact strategy to increase daily service opportunities to non-returned and non-returning VIN's.

SD107 **Implementing the Complaint Resolution Plan:** Implement a customer centric complaint resolution process for your entire dealership. Learn how to address complaint situations and convert those into customer-for-life scenarios.

SD108 **Re-delivery Mastery:** Learn ten simple practices that increase service loyalty and create a re-delivery process beyond reproach.

Service Advisor Excellence

Anytime & Coaching

SAE101 **Connecting With Customers:** Learn proven communication techniques that will help you to connect with your customer better. Effectively demonstrate that you are prepared to service their needs, assuring your customer their car is in good hands.

SAE102 **The Interactive Walk-Around:** Separate yourselves from average aftermarket repair shops. Discover the power of doing a pre-inspection walk-around and how it is a very effective way to develop customer trust.

SAE103 **The Vehicle Inspection Process:** Protect your customer's investment and your dealer's reputation. Learn to perform a successful vehicle inspection that creates rapport, trust, and upsell opportunities with your customers.

SAE104 **The Prime Item:** Strengthen your daily customer interactions as you learn to diagnose vehicle issues more accurately and quickly.

SAE105 **Interviewing The Customer:** These strategic tools and tips will ensure you are asking the right questions during the Prime Item assessment phase, resulting in a detailed write-up for your technicians.

SAE106 **Menu Selling:** Build confidence in your presentations skills. Discover how and why you should present the maintenance menu to every service customer.

SAE107 **FAB For Service:** Increase your sales opportunities by refining your product presentation skills using the advantages and benefits of each featured service you provide.

SAE108 **Price Transparency:** Today's service customers are looking for the best value. Understand how important pricing transparency is to the modern consumer in today's market.

Business Development for Managers

Anytime & Coaching
Spanish and French Available

BD4MGR101 **BD Overview / KPI / Appointment Ratio**: An in-depth look at how Business Development Processes™ impact your business and how to execute a predictable appointment driven business model. We will take a look at the data that drives growth daily and how the Appointment Ratio is the true measuring stick of a successful business development initiative in your store for your Sales and Service Departments.

BD4MGR102 **Appointment Cycle™ for Sales & Service**: The Appointment Cycle™ business model is a proven and easy to implement tactical and strategic approach to managing your daily appointment setting practices. When implemented correctly the Appointment Cycle™ gives you an easy to follow and easily executable plan for each day.

BD4MGR103 **Bridging Sales & Service**: The critical connection points that bring these two departments together, working for a common purpose, benefiting both, and most importantly, working together to create a more consistent and impactful client experience.

BD4MGR104 **Process Mapping Sales**: Blueprints a clear and concise method that allows you to illustrate your vision for how your sales interactions will be accomplished. Remember, the client views the organization as a whole and from what you learn in BD4MGR103 you will now be capable of having continuity and consistency in how your clients are engaged and converted.

BD4MGR105 **Process Mapping Service**: The architecture and thought you put into this process mapping provides the critical safety nets, tactics and approach you will take with each area of opportunity in service. Sales drives service and Service drives sales. Never forget that these two departments are connected through the one thing that truly matters; your customers. Their experience in each will, in most cases, determine your capacity to drive advocacy and loyalty.

BD4MGR106 **No Show and PR Calls**: These processes are critical safety nets for your business. Know the right way to approach these calls. The “Who”, “When”, and “How” must be done correctly if you are to optimize your total business. Both your Service and Sales Departments require solid strategies on how you will address and attack your No Show and PR opportunities.

Business Development for Managers (cont'd)

BD4MGR107 **Getting to a 1:1, 2:1, 3:1 and Beyond:** Predictability, consistency and a growth trajectory for most organizations is beyond their grasp. The key elements to driving appointment performance seem simple, but often can be daunting to embrace due to the sheer number moving pieces and parts of a BD process. Most organizations can't reach the first set of milestones for Sales and Service Appointment Ratios, and most will never get beyond them. Why? They don't know how! Learn exactly how to achieve and exceed the ratios that drive growth for your business quickly.

BD4MGR108 **Business Development Models:** A successful Business Development Model is the derivative of understanding your unique market, competition, and environmental factors right now. Business Development's permanent success means that it develops into a culture. This is why copycat approaches simply don't work. To create a culture, a culture that truly embraces and owns their model, demands the right solution and at the right time for your organization. Explore over a dozen different, proven and successful models.

F & I (Business Office)

Coaching Only (Anytime coming 2021)

FI101 **The F & I Vision & Strategy:** How to maximize F & I profit through a client-centric process. Understand and practice the four key ingredients to a client-centric process.

FI102 **F & I Rapid Rapport:** Applying Pace/Lead to quickly establish engagement and rapport rapidly.

FI103 **Rediscovering Motive & Decision:** Learn how motive and decision impact the client's choices during the F & I experience. Learn the three unique strategies to uncover, leverage, and align yourself, products, protections, and offerings with the client.

FI104 **F & I Best Ideas:** Expose your team to the 10 most unique and powerful best practices that best-of-breed F & I departments execute today.

FI105 **F & I Compelling Story Telling:** Stories sell, and facts tell. Learn how to craft a 3 minute engaging, relevant and motivating story that encompasses all your offerings.

FI106 **Building an Effective F & I Map:** This course would teach you how to build an effective five-step process for selling more, keeping more, and opening up more post-sale opportunities.

F I107 **Overcoming F & I Objections I:** Learn the how to masterfully overcome the seven most popular objections an F & I department is confronted with daily.

FI108 **Preventing Buyer's Remorse:** Learn five simple techniques on how to decrease your rescission rates on products and protections sold by leveraging "election" rather than "pressure" as the primary reason for purchasing.

The Customer Journey

Anytime & Coaching

CJ101 **The Sales Advocate:** Learn dealership structure, industry history and a new customer-centric approach based on today's Sales Funnel philosophy.

CJ102 **Customer Greeting & Response:** Learn how to establish a professional relationship for doing business now and into the future. Set all the right impressions at the first handshake.

CJ103 **Needs-Based Analysis:** Get the whole story sooner rather than later. Learn to uncover possible "unspoken" needs and identify key criteria: hot and cold buttons.

CJ104 **Solidifying the Selection:** Is the one they want the right one for them? Learn how to land the customer on the right vehicle and build a strong desire for a vehicle presentation.

CJ105 **FAB Product Presentation:** Ditch the traditional "walk around" presentation. Learn the 3 elements needed for delivering an impactful presentation that's entertaining, engaging, educational, distinctive and interactive.

CJ106 **The Demonstration Drive:** If you fail or struggle to build value, gaining commitments becomes nearly impossible. Learn how to cause the "interest level" to meet the buying level.

CJ107 **The Facilities Tour:** Learn how offering a tour of the facilities, before they buy, can be a value differentiator and an effective commitment strategy.

CJ108 **Negotiations Basics:** Discover the "Negotiator's Mindset" and learn 10 critical questions to ask that guarantee a customer's commitment or purchase reason.

CJ109 **Negotiation Responses:** Knowing your customer's response in advance can give you an edge in negotiations. Learn the most common customer rebuttals and how to continue moving the conversation to the close.

CJ110 **Closing Strategies I:** Go beyond techniques and learn how to dovetail to a close with every customer.

The Customer Journey (cont'd)

CJ111 **Closing Strategies II:** Still haven't mastered closing the "tough" customer? Learn how to position yourself correctly and control the negotiations to the end.

CJ112 **The Business Office:** The transition to the Business Office is critical and not all salespeople get it right. Learn the secret to increasing gross profits and commissions even after the deal is closed.

CJ113 **Finalizing the Delivery:** Lasting impressions matter. Be professional, organized, and get to the point, not stuck in the details at delivery.

CJ114 **Customer Loyalty:** It's the beginning of a new customer relationship but returning to you to buy again is not guaranteed. Utilize these key strategies to build your book of business after the sell and keep customers and their friends coming back again and again.

Business Development (Phone Skills)

Anytime & Coaching
Spanish and French Available

BD101 **Gathering Guest Information:** How to improve the quantity and quality of information gathered from all touch points.

BD102 **Communication Skills for Today's Customers:** Learn how to break down the barriers through effective phone communication principles.

BD103 **Incoming Phone-up Mastery:** Learn how to master incoming sales call opportunities.

BD104 **Why FUFU?:** Increase your unsold opportunities by asking the right questions and funneling down to the real objection.

BD105 **Objection Mastery I:** Overcome "I'm still shopping" and "I'm not ready" objections.

BD106 **Objection Mastery II:** Stop haggling, giving away profit, or simply giving in on price. Begin all negotiations with solid commitments.

BD107 **Owner Loyalty Practices:** Learn the contact strategies that will enable you to build loyal relationships.

BD108 **Optimizing BD Efforts:** Learn how to build and leverage your "Book of Business".

eStrategies (Internet)

Anytime & Coaching
Spanish and French Available

ES101 **Knowing Today's Clientele:** Knowing the new consumer - Demographics, NEO vs. Traditional, Generations X, Y and Z driven attitudes and behaviors, and all sorts of new data.

ES102 **Permission Based Engagement:** How to apply the "Permission Based Engagement" rule. How to earn permission and what to do when you can't get it.

ES103 **Write Succinctly & Specifically:** How to write emails that fit within the screen of a mobile device

ES104 **Texting Today's Clientele:** How to use and leverage text for appointment setting and follow-up

ES105 **Volleying Videos I:** How to use video to engage, reengage, entice and set more appointments with your clients

ES106 **Volleying Videos II:** More on how to use video to engage, reengage, entice and set more appointments with your clients

ES107 **Converting Inbound Web Calls:** How to convert inbound web-calls and how to effectively follow-up on the phone when you have permission

ES108 **The 35-Day Relationship:** How to design your intelligent strategy for professionally aggressive follow-up for some longer-term buyers

Leasing

Anytime & Coaching

LP101 **Introduction to Leasing:** Learn what leasing is, how it differs from a retail finance contract, and how it can benefit you as a salesperson.

LP102 **Leasing Terminology and Calculations:** Gain an understanding of lease terminology, how lease calculations work and how variables such as trade-ins, money down, miles per year, affect lease payments.

LP103 **Benefits of Leasing:** Understand why leasing is a smart choice for most consumers today. Learn common misunderstandings that customers have about leasing.

LP104 **Integrating Leasing in the Sales Process:** Learn the when, where, and how to introduce and get buy in to the lease alternative during your sales presentation.

LP105 **Presenting the Lease Alternative:** How to present the lease numbers in a customer friendly format.

LP106 **Objections and Concerns:** Learn to overcome common leasing objections and concerns such as ownership, mileage, wear and tear and more.

LP107 **Generating Lease Renewals:** Managing your lease portfolio to generate repeat and referral business.

LP108 **The Lease End Process:** Learn the choices and responsibilities that your customers have at lease-end and how to explain those choices to them.

Certifications

Anytime Only

Incoming Service Calls Certification: Master the skills needed to convert inbound service opportunities (electronic and phone)

Service Optimization Certification: Exclusively designed for Fixed Operations Managers, this course touches on all aspects of optimizing Service opportunities

Incoming Sales Calls Certification: Master the skills needed to convert inbound sales opportunities (electronic and phone)

Receptionist Call Handling Certification: Master fundamental phone handling and etiquette skills

Owner Circle

OR101 **Debunking Myths to Loyalty:** The 3 critical myths and how to overcome them by viewing things from the other side.

OR103 **Loyalty Drivers, Inhibitors, and Disconnections:** Identifying the 8 loyalty drivers, the 8 loyalty inhibitors, and 5 disconnects catalyst.

OR104 **The 15 Loyalty Bridges:** Identifying the 15 key loyalty bridges customers are exposed to during their owner life cycle with the dealership.

OR105 **Strategies for Sales to Service Bridges 1–3:** Learn the best practices for optimizing these opportunities (Who, what, when, where, how, why, and owning them).

OR106 **Strategies for Sales to Service Bridges 4–7:** Learn the best practices for optimizing these opportunities (Who, what, when, where, how, why, and owning them).

OR107 **Strategies for Service to Sales Bridges 1–4:** Learn the best practices for optimizing these opportunities (Who, what, when, where, how, why, and owning them).

OR108 **Strategies for Service to Sales Bridges 5–8:** Learn the best practices for optimizing these opportunities (Who, what, when, where, how, why, and owning them).

Service Communication Skills

SCC101 **Client Communication:** Review the customer's expectation in the vehicle repair process.

SCC102 **Proactive Communication:** Establish the advantages of calling the customer first before they call you.

SCC103 **Preparing to Call the Customer:** Review what information is required before calling the customer, MPIs, prime item identification, and cost to resolve (for example, the total job price).

SCC104 **Customer Communication Timeline:** 10, 2 and 4, assess frequency of communications.

SCC105 **Confirm Problem Resolution:** Establish the prime item, and confirm the multipoint inspection information. Reconfirm the total job price.

SCC106 **Establish Vehicle Delivery Time:** Confirm when the customer will pick up the vehicle and reconfirm total job price to repair the vehicle.

SCC107 **Finalize the Vehicle Delivery Internally:** Activities that need to occur to finish the vehicle for delivery.

SCC108 **Proactive Delivery:** Determine what is expected to proactively deliver the vehicle to the customer.

Parts Optimization for Increased Profitability

Fixed Operations Series

P101 **Asset Management:** Basic tools to maintain the proper inventory level and satisfy the ever-changing market demand.

P102 **Strategic Inventory Sourcing:** Correct souring for pricing, aging control and optimum off the shelf fill rates.

P103 **Obsolescence Control:** Limiting your financial exposure by monitoring reorder quantities and high-risk / low-gross part numbers.

P104 **Financial Reconciliation:** How to manage month-end inventory pad to general ledger balances. What causes the discrepancies and best practices to how to reduce the gap.

P105 **Matrices / Price Levels:** Maximizing gross profit control by understanding price break escalators, price levels, price codes, mark up and gross profit.

P106 **Keeping the Cash:** Managing your controllable expenses by focusing on freight, policy, advertising, delivery expense and personnel costs.

P107 **Monitoring Your Performance I:** Understanding industry operating metrics for profitability, inventory turns and aging inventory.

P108 **Monitoring Your Performance II:** Understanding industry and O.E.M. operating metrics for stocking levels, protected inventory, stocking levels/reorder points and advanced inventory management tools.

Neuro Linguistic Programming(NLP)

Cross Functional

NLP101 **The Communication Model:** Discover the basic structure of communication and influence

NLP102 **Instant Rapport:** Learn how to connect and engage with sincerity and earn rapport quickly with your audience

NLP103 **Speaking Their Language:** Everyone has their own preferred voice. Learn how to recognize and dovetail your style

NLP104 **Becoming Fluent in Persuasion:** Learn how to embrace a new style that is unique to each person you encounter and increase your ability to persuade and influence decision making

NLP105 **Language Patterns:** Dive deeper into connecting predicate verbiage and preferred styles of communications

NLP106 **Persuasive Metaphors:** Learn how to leverage metaphors and stories to dramatically increase your level of influence

NLP107 **Developing Power:** We begin to combine multiple layers of skills and explore how new approaches impact communications

NLP108 **Uncovering Objections:** Bringing it all together and master three skills that all exceptional influencers are experts at applying strategy.

Receptionist

Cross Functional

CR101 **The Big Picture**: Basic customer handling skills on the telephone and face-to-face.

CR102 **Handling Opportunities:** Advanced telephone skills and techniques and tools to conquer common challenges.

For more information, contact
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