

# GENERAL MANAGEMENT EXECUTIVE PROGRAM

**ncm**<sup>®</sup>  
INSTITUTE



**PREPARING TODAY'S LEADERS FOR TOMORROW'S CHALLENGES**

# THE GENERAL MANAGEMENT EXECUTIVE PROGRAM

The NCM<sup>®</sup> Institute presents the General Management Executive Program, a comprehensive professional development program that will equip current and future executives for long-term success in retail automotive management with emphasis on dealership financial and operational best practices.

## PROGRAM OBJECTIVES

- ✔ Provide an all-inclusive General Manager development program, with ongoing support and guidance, to ensure new or future dealer principals, general managers and other executive level managers are well-equipped for long-term success.
- ✔ Develop the critical knowledge, skills and abilities to analyze and manage departmental and dealership operations for maximum profitability.
- ✔ Create and implement documented action plans to effect practical and measurable dealership solutions through the duration of the program and afterward.
- ✔ Equip participants to skillfully manage and balance the demands of the dealership with those of a dynamic industry.

## PROGRAM OVERVIEW

- ✔ Class size is limited to 28 students.
- ✔ There are 6 sessions, held every other month for 10 months.
- ✔ Each session is 3-½ days in duration; courses are held at NCM Associates HQ in Kansas City, MO.
- ✔ Classroom instruction is held continuously each day, with individual or group work in the evenings.
- ✔ Course participants can keep in touch between sessions via NCM's Listserv.
- ✔ The core program is facilitated by members of the NCM Institute faculty. Each instructor actively works in the dealership with their clients and brings deep retail automotive management experience to the classroom.

In order to drive positive dealership performance throughout the entire General Management Executive Program, NCM employs the following strategies:

- ✔ Utilization of the NCMi Guarantee of Action (GOA) Process, whereby attendees are required to develop, quantify, document, implement, monitor and regularly report on at least seven faculty-approved Action Plans following each of the first five training sessions.
- ✔ Monthly review and critique of the dealership's NCM Financial Composite by both faculty and student to identify opportunities for improvement and track progress of sales, gross profitability, personnel productivity and other key metrics.
- ✔ Integration of certain Variable Operations improvement initiatives within each of the course sessions. In order to maximize the profitability of the dealership, Variable Operations must always be a focus item. Agenda time will be consistently devoted to this core competency.

# PROGRAM AGENDA

Session One                      Accountability Management and Financial Management

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Session Two                      Service Department Management

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Session Three                    Service Department Management (*continued*)  
Parts Department Management

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Session Four                    Used Vehicle Management  
Digital Marketing and Internet Management

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Session Five                    General Sales Management  
Digital Marketing and Internet Management (*continued*)

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Session Six                      Financial Service Management  
Collision Center Management  
Review of Each Department – Application Exercises & Case Studies

# STUDENT RESPONSIBILITIES

Tuition must be paid in full 14 days prior to class start. If payment has not been received by this date, the card used for the deposit will automatically charge the remainder of the balance.

Travel, room and board expenses, are not included in the program fee. Contact NCM® Travel Solutions at 800.242.3260 for travel assistance.

Students are expected to participate in all class sessions and complete all inter-session assignments in order to be awarded a diploma.

Student must bring a laptop, equipped with Microsoft Word, Excel and Power Point, to each session for use during in-class exercises.

# GMEP APPLICATION

Have questions? Call 866.756.2620. Please send completed application via email to [ncmi@ncmassociates.com](mailto:ncmi@ncmassociates.com) or fax to 913.273.1227.



## APPLICANT & DEALERSHIP INFORMATION

Applicant Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Dealership Name: \_\_\_\_\_  
Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_  
Direct Dial Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Approving Manager: \_\_\_\_\_ Approving Mgr. Email: \_\_\_\_\_  
Franchises held: \_\_\_\_\_  
Financial statement to be used by applicant: \_\_\_\_\_  
Primary Contact: \_\_\_\_\_ Group # \_\_\_\_\_ Member # \_\_\_\_\_

## TUITION/REFUND POLICY

Annual Tuition: \$9,750. A \$3,000 nonrefundable deposit is required at time of application with balance due 14 days prior to class start. Early registration discount applies for applications received 60 days before class start. Refund schedule, for the remaining balance, after the non-refundable \$3,000 deposit is deducted, is as follows:

Cancellation on or before Session 1: 100%  
Cancellation on or before Session 2: 65%  
Cancellation on or before Session 3: 30%  
No refund will be awarded after completion of Session 3

**Please note:** A \$750 change fee will be assessed if the student switches to a new GMEP group before or during their program completion. This does not apply to individual make-up sessions.

## GRADUATION POLICY

Students must attend five out of six sessions, as well as successfully complete all session exams. If a conflict prevents attendance at a session, it can be made up at the next available date, barring market conflicts. No more than three sessions can be made up.

Signing below acknowledges that the applicant is not considered enrolled until a confirmation email is received and that you have carefully reviewed all of the information in this application and agree to adhere to the program requirements.

Print Name: \_\_\_\_\_ Cohort # \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# CREDIT CARD AUTHORIZATION FORM



Have questions? Call **866.756.2620**. Last updated: September 2021.

I, \_\_\_\_\_, authorize **NCM Associates** to charge my credit card.

## CREDIT CARD INFORMATION

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Amount (USD):

Name as it appears on card:

Credit Card Type:

Credit Card Number:

Expiration Date:

CVV Code:

## BILLING INFORMATION

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Dealership Name:

Billing Address:

Billing City / State / Zip Code:

Phone Number:

Email Address:

Cardholder Signature:

Date:

*By signing, you authorize NCM Associates to charge your credit card immediately in the amount listed above, as well as placing a second charge 14 days before the start of class for the remaining balance.*

Please email completed for to [ncmi@ncmassociates.com](mailto:ncmi@ncmassociates.com) or fax to 913.273.1227.

*For information on how NCM Associates stores your data, visit [ncmassociates.com/data-privacy-policy](http://ncmassociates.com/data-privacy-policy).*