

## REFINISH PERFORMANCE MANAGEMENT

# GENERAL MANAGER: FINANCIAL MANAGEMENT



### SEMINAR LENGTH

4 hours

### WHO SHOULD ATTEND?

General Managers

The role of the General Manager is critical to the success of the repair center. How they spend their time largely determines the success or failure of a particular business endeavor!

To optimize performance and make informed business decisions, the General Manager must have a good understanding of their repair center's financial condition. One of the major responsibilities of the General Manager is monitoring financial results and subsequently taking the appropriate action to improve these results.

This course is designed to help the General Manager better understand the financial results reported on the three major financial statements – **the income statement, balance sheet and statement of cash flow** – and learn about ways to improve these results. In addition to this class, Axalta also offers four eLearning modules also designed to enhance the General Manager's General Manager's understanding and ability to manage the financial aspects of a repair center.

### COURSE EMPHASIS

- Identifying the financial-related tasks or functions critical to the success of a General Manager
- Becoming more familiar with collision industry KPIs and how to calculate, track and compare them to industry averages
- Analyzing costs and expenses in relationship to profit
- Understanding how to measure the components of profitability and how to optimize them
- Recognizing the importance of generating accurate and useful financial data
- Pre-Closing: Job costing a repair to ensure an acceptable gross profit is achieved and organizing the Master RO File to proactively prepare for delivery
- Delivery: Preparing for and delivering a vehicle to encourage future referrals; includes pre-closing the file and having the Estimator quality check the vehicle prior to the customer's arrival
- Deposits, Closing and AR: If pre-closing is successful, this becomes a quick and easy task



**COST**

Contact your distributor or Refinish Performance Management team for pricing information

**SPONSOR**

[insert]

**LOCATION**

[insert]

**KEY NEEDS OF SUCCESSFUL COURSE ATTENDEES**

- A desire to improve your goals for long-term business success
- Wish to explore processes to improve profitability

**COURSE OUTLINE:**

- Sales Mix Optimization and Gross Profit Improvement
- Overhead Expense Control and Month-End Closing
- Non-Financial Ratios – Facility and Per-Role Capacity

**HOW DOES THIS COURSE DIFFER FROM SIMILAR COURSES IN THE COLLISION INDUSTRY?**

- Taught using a highly interactive, guided learning model to keep attendees engaged in the learning process
- Numerous hands-on exercises related to the collision industry, which help emphasize the principles taught
- Professional student guide and online resource guide

**BENEFITS**

Increase the General Manager's

- Understanding of the language and structure of financial statements and financial performance tracking
- Ability to interpret financial data to make effective business decisions