



**Strategies, Tactics, Operations for Achieving
Dealer Excellence: How to Build a Sustainable
Dealer Strategy, Structure Your Organization to
Win and Keep Winning (Dealer Development)
(Volume 2)**

Walter J. McDonald

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Available NOW! “Strategies, Tactics, Operations for Achieving Dealer Excellence” is the second volume in McDonald’s Master’s Program in Dealer Management. It is the companion to his highly regarded, “Achieving Excellence in Dealer/Distributor Performance.” “Strategies, Tactics, Operations” is the Comprehensive Guide to building Revenue Center management strengths. McDonald provides a roadmap to deploy highly competitive operations in New and Used Machinery Sales, Rentals Service and Parts. The Master’s Program in Dealer Management Executives who utilize these texts in their business are achieving Master’s Level insight into dealer management problems. Until now, there was only “tribal knowledge” of best ways to approach and solve dealer operations problems. At last, this “tribal knowledge” has been written indexed in the form of 500 documented Best Practices. THE THREE-VOLUME MASTER'S PROGRAM IN DEALER MANAGEMENT: Book One: “Achieving Excellence in Dealer/Distributor Performance” The first volume in the Dealer Development series, “Achieving Excellence in Dealer/Distributor Performance” focuses on how to optimize quantitative results . This text focuses on the 48 Critical Profit Variables or Performance Benchmark Standards for the five Dealer Revenue Centers: New and Used Machinery Sales, Rentals, Parts and Service. Book Two: “Strategies, Tactics, Operations for Achieving Dealer Excellence” This second volume, begins with building a Strategic Vision and provides a practical “how to” process for creating a winning Strategy. What assets do you use and where? Walter defines the characteristics of Operations Excellence in each revenue center. You examine 500 Best Business Practices of World-Class Dealers. Which are appropriate for you? Which must you do well to gain competitive advantage? Book Three: “Dealer Problem-Solving Handbook”“ McDonald’s “Dealer Problem-Solving Handbook” is a comprehensive trouble-shooting tool. Sales and Operations Problems are listed by Revenue Center. Causes are discussed and possible solutions are referenced in detail by page in his two texts: “Achieving Excellence in Dealer/Distributor Performance” and “Strategies, Tactics, Operations for Achieving Dealer Excellence.” What Dealers are saying: Doug Taylor, President, Owner, Earthborne Trucks and Equipment I initially became acquainted with Walter through reading his first book, “Achieving Excellence in Dealer/Distributor Performance.” I read the book many times. The insight it gave me into my own dealership made me wish I had been given this book at the beginning of my career. We were able to apply many of the tools and concepts suggested by Walter in his book to our construction equipment and heavy-duty truck business. Now, after reading Walter’s “Strategies, Tactics, Operations for Achieving Dealer Excellence” and understanding how we have applied many of these principals to building our growth and profitability plan, I am confident that my company will be positioned to grow in our market. Applying the right strategy will allow us to execute the changes we need, the first time, and within the reach of our companies resources. Dealers who utilize the Revenue Center Best Practice Audits will be able to identify strengths and weaknesses, will quickly start prioritizing the biggest opportunities for improving their dealerships. For us, a quick comparison of each manager’s top 5 weaknesses started to set the framework for revenue center action plans. Dealers who Benchmark their operations against the recommended 48 Critical Profit Variables will be able to rank, by priority, which business areas offer the most incremental profit and growth. I personally

encourage every equipment Dealer Principal to at least get Walter's two volume set of Dealer Development books on the principals and practices of Excellence in Dealer Management and get those books in the hands of every key person at the dealership.

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