

246 Leadership Academy

Leadership 100

- 1 Leadership Foundations (First Course)
- 2 The Business Plan
- 3 Managing the Millennial
- 4 Crisis Management
- 5 Diplomacy in Business
- 6 Characteristics of the Best Boss
- 7 Hard and Soft Leadership Skills
- 8 Innovation, Automation & Scale
- 9 Role of the General Manager
- 10 Six Risks of the Young Company
- 11 Leadership Foundations (2)
- 12 The Six Types of Working Genius
- 13 Leadership Balance of IQ, EQ, and SQ
- 14 Developing the Generation Y and Z Workforce

Parts 300

- 1 Inventory Cycle Count Procedure
- 2 Mastering the Parts Counter Interactions
- 3 Bin Location Discipline
- 4 Ideas to Improve Parts Gross Margin
- 5 Special Orders Tracking and Communication
- 6 Inventory Accuracy
- 7 Customer Service inside the Parts Dept.
- 8 Inventory Management Best Practices
- 9 Parts Inventory Turns
- 10 Proactive Parts Marketing & Sales Strategy
- 11 Financial Intelligence of Parts Management
- 12 Managing Aged Parts and Seasonal Overstock

New Sales 200

- 1 Practicing the Challenger Sale Technique
- 2 Salesperson Motivations
- 3 Building a CRM
- 4 5S Your Sales Organization
- 5 Character of a Salesperson
- 6 Mindset of the Top Performers
- 7 The Art of Selling
- 8 From Greeting to Close
- 9 Overcoming CRM Sales Resistance
- 10 Customer Decision Making
- 11 Overcoming Price Objections
- 12 Building Loyalty Through Needs-Based Selling



Service 400

- 1 Managing WIP – Getting Jobs Closed, Billed & Paid
- 2 Interdependency of Parts, Service, and Sales
- 3 Writing an Effective Repair Order
- 4 Time Clock Management & Technician Time Integrity
- 5 Technician Mentoring
- 6 Building a First Time Fix Rate Culture
- 7 Flat Rate vs. Hourly – Pros & Cons
- 8 Selling Maintenance Programs
- 9 Warranty Repair Order Documentation
- 10 Service Scheduling Strategies
- 11 Effectively Communicated Throughout the Repair Process
- 12 Technician Productivity Available to Billed Hours

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Rental 500

- 1 Inventory Cycle Count Procedure
- 2 Mastering the Parts Counter Interaction
- 3 Bin Location Discipline
- 4 Ideas to Improve Parts Gross Margin
- 5 Special Orders Tracking and Communication
- 6 Inventory Accuracy
- 7 Customer Service inside the Parts Dept.
- 8 Inventory Management Best Practices
- 9 Parts Inventory Turns
- 10 Proactive Parts Marketing & Sales Strategy
- 11 Financial Intelligence of Parts Management
- 12 Managing Aged Parts and Seasonal Over

Marketing 700

- 1 The Marketing Plan
- 2 Marketing Tools Used by Experts
- 3 Account-based Marketing
- 4 Storytelling
- 5 Reading Leading and Lagging Indicators
- 6 Conducting Customer Focus Groups
- 7 Customer Retention
- 8 Market Issues Faced by Leaders
- 9 What Would Simon Sinek Say?
- 10 Understanding the US Farm Bill
- 11 Implementing Successful Marketing Actions
- 12 Celebrate Your Business Victories

Used Sales 600

- 1 Basics of Agricultural Used Equipment Marketing
- 2 90-Day Timing of Used Equipment
- 3 Under development
- 4 Under development
- 5 Under development
- 6 Under development
- 7 Under development
- 8 Under development
- 9 Under development
- 10 Under development
- 11 Under development
- 12 Under development



Human Resources 800

- 1 The New Employee Journey Map
- 2 First Six Months / Lone Wolf Case Study
- 3 Second Six Month / Customer Retention
- 4 The First Year for the OEM District Sales Manager
- 5 The Motivated Organization
- 6 Onboarding the New Employee
- 7 Successful Performance Discussions
- 8 Leadership and Management
- 9 Mentoring and Coaching with Case Study
- 10 Preferred Customer Communication Methods
- 11 Becoming the Mentor and Coach
- 12 Managing Conflict Across Teams: Sales vs Service
- 13 Introduction to the WB Global Services 246 Leadership Academy