



Achieving Excellence in Dealer/Distributor Performance: How to Increase Profitability, Cash Flow, Market Share and Customer Retention (Excellence In ... Industrial Equipment Distribution)

Walter J. McDonald

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Achieving Excellence in Dealer/Distributor Performance offers in-depth management coaching in each of these areas -- machinery sales, rentals, service, parts and customer training and retention, and is filled with practical programs to strengthen and increase profitability, cash flow and customer retention.

A complimentary 12-page Reader's Guide to the text is now available for the asking. Simply contact the Author, Walter J. McDonald, walt@McDonaldGroupInc.com.

Improving an industrial equipment distribution business has six requirements:

1. Identify and study world-class machinery dealer quantitative operations performance achievements. The text covers the 48 most critical areas in detail.
 2. Determine where you stand. Measure your current company performance against these 48 High-Performance Benchmarks.
 3. Determine the "gaps," differences between your current performance and World Class Dealer Benchmarks. Comprehensive self-assessment tools are also provided in the book.
 4. Rank your performance deficiencies by financial impact and priority. (Where can you really leverage your management effort?)
 5. Structure remedial Action Plans to correct problems and work toward eliminating most serious performance deficiencies. Recommendations are made for each business area.
 6. Energize your company management team into a continuous improvement program. Numerous team discussion projects are included in the text help build involvement and commitment.
- Achieving Excellence in Dealer/Distributor Performance* is designed and written to help you successfully navigate through these six steps.

The McDonald Group Institute for Dealer Development founder and author Walter McDonald has based this text on 40 years' experience in dealer management consulting and over 2,650 dealer management workshops.

In many ways, this book is a written reflection of Walt's live dealer management seminars. If you are familiar with his work, you know that he focuses on the real value generating activities of the business. He is in the trenches with the dealer managers and field sales and aftermarket reps who create real value and make it happen every hour of every day in the dealership.

McDonald's dealer management guide is an absorbing refresher for informed senior executives and a highly useful handbook for those future dealer leaders and related OEM managers on the way up.

NOTE: After you've purchased your book, be sure to contact Walter at walt@mcdonaldgroupinc.com for the free Reader's Guide to the text.

NEXT BOOK by WALTER J. McDONALD

In 2016, the *Workbook for Achieving Excellence in Dealer/Distributor Performance* will be available. The Workbook will contain management performance assessment procedures, tools to structure remedial actions, in-company mini employee workshops with facilitators' guides, best practices audits for each revenue center, a high-probability sales rep recruiting process, a comprehensive high-impact accelerated new sales rep start up program, a success-proven aftermarket parts sales and marketing guide, winning service labor sales techniques and other useful dealer management information.

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