



# HOW TO CONVINCE YOUR BOSS TO SEND YOU TO TRAINING

Discover the ROI of instructor-led training, five compelling reasons why training works, and a tutorial on how to ask your boss.

# THE ROI OF TRAINING

Anyone who's had the opportunity to learn from experts in their field knows the tremendous personal value it brings. The skills and strategies you learn can prolong your career and give you a competitive advantage for future promotions. And, if you're going to ask your employer to pick up the tab, you need to make a strong case for attending.

To be effective in this scenario, any persuasive argument must focus on WIIFT (what's in it for them — the person you're trying to persuade). What does the boss have to gain by sending you to a professional training session? How will your training improve your department and the dealership as a whole?

Remember, when you are making your case for any training opportunity, it's important to frame your argument with this mindset: It's not just about you; it's about the return on investment (ROI) for your company. This approach will help show your manager you are dedicated to the success of the organization.

Let's walk through a few key talking points you can use to develop your case to attend NCMi® training.



# 5 REASONS WHY TRAINING WORKS

---



## 1. YOU'LL BRING BACK BEST PRACTICES FROM TOP PERFORMING DEALERSHIPS

The NCM<sup>®</sup> Institute promotes collaborative learning in all our classrooms, meaning students will gain insight from their peers. Your peers, in this case, are employees from non-competing dealerships across the country. Pair this environment with instructors who have had decades of success in retail automotive, and you will return to your dealership with fresh practices designed to drive growth.



## 2. YOU'LL SAVE THE DEALERSHIP MONEY

This investment in your training will pay for itself when the dealership implements the best practices and strategies taught in class. You'll return to the dealership with ideas that increase sales, help eliminate expenses, and/or improve efficiency. All of these can lead to long-term profitability.

---



## 3. THE ENTIRE TEAM WILL BENEFIT

The goal of every NCMi<sup>®</sup> class is to ensure all students learn how to work smarter and return to their dealership ready to deliver improvements. You can maximize the improvements by sharing these new ideas with your coworkers. The entire dealership benefits when everyone leverages industry best practices to achieve common goals.



## 4. YOU'LL RETURN WITH A GUARANTEE OF ACTION (GOA) PLAN

Regardless of your franchise, market size, or unique dealership challenges, most classes we offer provide our proprietary Guarantee of Action Plan that is customized to your business. Our instructors will help identify areas of opportunity and prepare your plan with realistic goals and ways you can achieve them when you return to the dealership.

---



## 5. USE DATA TO IMPROVE PROCESSES

Based on your financial statement data in most classes, your NCMi® classroom experience will uncover non-biased areas for opportunity. We review important metrics and key performance guidelines in both fixed and variable operations to help you best identify areas for growth potential, as well as areas that pose the greatest risk throughout your business.

## START THE CONVERSATION:

It's important to bring up the conversation in a professional manner. Consider sending your boss an email and setting up a meeting to discuss your professional development opportunities.

Need help with your email?

Here's a template to help you get started:

---

Dear [Name],

Our recent [discussion/work/project] inspired me to reach out to you about my professional development.

I'm dedicated to the growth of my career at [Dealership Name], and I'd like to strengthen my capabilities and make a more meaningful impact. I've researched some potential training and development options, and how they can benefit our entire team.

Please let me know when we can chat about these great training opportunities.

Kind regards,  
[Name]

# THE BOTTOM LINE: NCM® INSTITUTE OFFERS TREMENDOUS RETURNS ON INVESTMENT.

Sit down with your boss and make your pitch based on these five selling points. Don't forget — this opportunity is a benefit for your entire organization, and everything you learn with NCMi® will improve your team's output.

