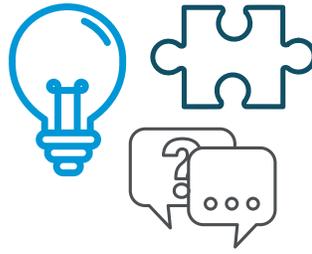




DEALER INSTITUTE

*DEVELOPING PEOPLE
TO GROW YOUR BUSINESS*

| DEALERINSTITUTE.ORG |



DEALER INSTITUTE

A Division of the Western Equipment Dealers Association

The Dealer Institute is an all-inclusive integrated approach to training, development, and consulting designed to help our customers achieve operational excellence and long-term success. Our goal is to be your trusted advisor and first choice for business strategy, leadership, and employee development in the equipment industry. We are your one-stop shop with a wide array of training and development courses ranging from our Online Campus, to one-day courses, and next level module-based courses specifically designed to meet your unique business challenges and needs.



INNOVATION STRATEGY SOLUTIONS

- Custom onsite consulting
- Custom onsite training
- Public classroom training
- Performance groups
- Learning management system
- Scholarship program
- And more...

Committed to the long-term success of the equipment industry through the most comprehensive education, training, and consulting available in the industry



INTERACTIVE THOUGHT PROVOKING PEOPLE DEVELOPMENT

PUBLIC CLASSROOM TRAINING

High impact business growth and people development courses available to all dealers and their employees.

ONE-DAY COURSES

Engage your leaders and customer-facing employees in high impact one-day courses. The courses are one day and easy to access at a location near you. Your team will leave with real world tactics they can begin to use the next day to improve their leadership skills and continually improve their customer service interactions.

MODULE-BASED COURSES

Take your leaders and high potential future leaders on a journey of highly interactive, insightful, and sustainable leadership development by enrolling now in one of our module-based courses. These higher-level integrated courses create ongoing momentum that builds from one session to the next. The continuity of these wholistic module-based courses creates a dynamic learning environment and high impact leadership development that lasts.

ONSITE TRAINING & CONSULTING

In-depth root cause analysis that results in unique customized solutions to grow your business and your people

BENEFITS

- Business analysis that will identify the unique needs of your organization
- Prioritize the needs and develop real world solutions to meet those needs
- Design and implement training to focus your team on effectively implementing our solutions

PERFORMANCE GROUPS

Highly focused, goal driven dealer groups (4 to 6 dealers) who build growth plans and hold each other accountable to achieve success

BENEFITS

- Establish individual goals that align with your definition of success
- Develop your plan to achieve your goals
- Review your plan with your Performance Groups to hold yourself and each other accountable to achieving your goals



Every equipment dealer is unique, and sometimes issues are best addressed one-on-one. If you have a specific need or a challenge, we can help. Backed by the equipment industry's premier professional association, we have the knowledge and unbiased expertise you can trust.



IMPACTFUL TOOLS

Cost effective on-demand training tools to develop employees

LEARNING MANAGEMENT SYSTEM

Engage your employees in a fast-paced dynamic learning management system with bite size training videos designed to drive change fast. These short, high impact videos from our Online Campus library average approximately five to ten minutes in length and enable you to easily create a unique training path for each employee. The videos focus on:

- Business skills including leadership, communications (e.g. soft skills), financial, customer service, and decision-making
- Workplace compliance (e.g. safety, harassment)
- Software skills (e.g. Excel, Word, G-Suite)

WEBINARS

Help your people grow with WEDA, Dealer Institute and Equipment Dealer Consulting webinars hosted on Farm-Equipment.com.

SCHOLARSHIP PROGRAM

INDUSTRY EDUCATION

Providing technical education scholarships for the benefit of dealers, employees and the equipment industry.

FOUNDATIONS

The Foundation's mission is to continue our support for the WEDA Industrial and Farm Equipment Technician Programs and to establish scholarship programs at post-secondary educational institutions in the U.S. and Canada for deserving students and member employees interested in pursuing a degree program relative to the equipment industry.





DEALER INSTITUTE

A Division of the Western Equipment Dealers Association
United States: 800-762-5616 | Canada: 800-661-2452
DEALERINSTITUTE.ORG

About Western Equipment Dealers Association

WEDA represents North American farm, industrial and outdoor power equipment dealers across Canada and the United States. WEDA also represents U.S. hardware retailers in select states. As the largest equipment dealer association in North America and the largest regional trade association of its kind in North America, WEDA offers members a comprehensive array of dealer-oriented legislative, educational and communications services, ranging from lobbying to legal, accounting and marketing support.

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