CEO Development Program

An Accelerated Approach to Becoming an Exceptional Dealer CEO

It can take years of experience and numerous mistakes to gain the broad-based knowledge necessary to become truly effective in all aspects of managing an office furniture Dealership.

So other than trial and error, how do Dealer CEOs become exceptional leaders? While there are countless programs teaching business skills, most are academic, designed for large companies, and do not focus on day-to-day or industry-specific information.

That's why Solomon Coyle is offering the CEO Development Program. Led by our talented team of industry experts and seasoned executive coaches, this is a one-year group training experience designed specifically to develop the core skills a candidate needs to become a successful Dealer Principal / CEO.

This program can "fast-track" executives to assume a leadership role within the Dealership, or help current Principals / CEOs to enhance their skill sets and raise their performance levels. It is designed for executives looking for cross-functional leadership development, and can help move them from mastery of one area into a broader role, with a thorough understanding of all aspects of the Dealership.

Participants will expand their core business knowledge in all areas, as well as their grasp of office furniture dealer best practices and operations.

Program Purpose

- **Identify and address** specific business knowledge gaps in all areas
- **Enhance leadership skills** that are specific to the CEO role
- **Gain an understanding** of office furniture dealer best practices
- **Build confidence** and personal presence
- **Develop a network** of industry CEO peers

Program Content

- Detailed Financial Statement Analysis and Understanding
- Dealer Economics & Key Performance Indicators
- Business Valuations, Mergers & Acquisitions
- Risk Management
- Negotiating & Structuring Debt and Capital
- Dealer Quote-To-Invoice Process
- Branding & Marketing
- Dealer Sales & Sales Management
- Business Models & Organizational Structure
- Corporate Culture
- Dealer Operations
- How to Recruit, Hire & Train a High Performing Team
- Human Resource Management
- Business Planning & Accountabilities
- General Business Management Topics
- And more

One Year Program Overview

- 3 full-day small group meetings, 3 times a year
- 9 interactive webinar sessions, 90–120 minutes each (monthly between meetings)
- Complete manual of all course materials
- Valuable learning aids and professional tools: workbooks, forms, checklists and more
- Assigned reading, preparatory work, exercises and a case study to expand learning
- Access to Solomon Coyle experts and peers

The Solomon Coyle CEO Development Program will turn participants into more successful Dealer CEOs.

This highly selective program is limited to 10 qualified participants. The next class begins in January, 2012. Contact us now to reserve your place.

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SolomonCoyle
Solutions for Furniture Dealer Development