



1

Unique programme for Dealer Principals

2

Tailor made solution for Škoda network

3

Knowledge, experience and best practice

## MODULES

BUSINESS  
MANAGEMENT

LEADERSHIP

HUMAN  
RESOURCES

NEW TRENDS  
& MARKETING

USED  
CARS

AFTER  
SALES

FACING  
THE FUTURE

### Target Group

Dealer Principals, owners

### Duration

8 - 12 months, 2 days each module  
(4 week break between modules)

### Format

Best practice sharing,  
moderated discussions, other business  
inspiration, case studies

### Number of participants

8 - 12 participants

## LEARNING METHODS

- Case studies
- Best practice sharing
- Workshops
- Brainstorming
- Guest speaker
- Coaching
- Action plans
- Follow-up activities

LAURIN & KLEMENT  CLUB



*“After implementation of the Dealer Principal Programme in Türkiye, I would definitely recommend the programme to other markets. Our cooperation with network management is significantly better. Leading skills of participants have improved, which has had a positive effect on staff and the performance of the business.”*

**IBRAHIM BOYLU**

Türkiye



## CONTACT US



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## Dealer Principal Programme

