



## Fixed Operations

### mm Profit Group Dial-a-Consultant

Many smaller dealers and others may wish clients to move at a slower pace. mm Profit Group now offers a “virtual consultant” for those dealers. If you have smaller problems, smaller budgets, or just want to move forward more conservatively you can subscribe to a block of time allowing scheduled telephone connection to your own mm Profit Group fixed operations consultant.

The mm Profit Group Dial-a-Consultant Program allows you to purchase blocks of time to be used in daily, weekly, or monthly increments. These same mm Profit Group consultants will provide you with performance analysis and support for your predefined initiatives.

Now, even with the smallest budget you can dive into an affordable and comprehensive program designed to provide significant and substantial improvement for any service, parts, or body shop department. Some of the topics may include:

1. Financial Analysis - Understanding the financial indicators essential to service, parts, and body shop profitability. Course includes basic financial terminology and discussion, such as cost of sales, fixed coverage, level of service, inventory management, effective labor rate, customer paid ratio, markup vs. gross, work in process, receivables, fixed expense, variable expense, etc., and also provides insight into real world performance goals and objectives, establishing benchmarks and how to analyze your own performance.
2. Establishing Service Pricing – This program covers performing a competitive analysis, setting variable labor rates, parts pricing, and total job pricing methods. Monitoring performance daily, weekly, and monthly and adjusting to changing needs is also discussed.
3. Maintenance Menu – Program will assist in development of factory recommended maintenance menus, which includes bundle pricing for mileage and time interval maintenance. Also includes is development of a multi-point inspection form and process allowing service personnel to document needed maintenance or repairs for every customer.
4. Parts Inventory Management – Discussion of how high off the shelf availability can go including improved fill rate and level of service. Sales mix management, wholesale sales, and managing special order parts will also be touched upon.



### **mm Profit Group Dial-a-Consultant- (continued)**

5. The Customer Sales Process - Why customers shop in the places they do, and what it takes to earn their business and loyalty, what it takes to keep customers, the road to the sale, how to sell to different types of customers, and how to deliver “best in class” service, also, how to manage “moments of truth” in the service and parts areas and how to turn distraught customers into loyal customers.
6. Technician Production – This program will cover facility layout and utilization, shop capacity, labor sales requirements, staffing levels, technician productivity and efficiency, pay plans, work flow, and how improvements on each. A brief look at advanced production, as well as getting more from your current facility is also included.
7. Parts Merchandising – This program will assist in establishing your retail approach including comparisons to parallel industries, sales by bin location, parts weighted average costing, quick service processes, and handling returns.
8. Expense Control – This program covers controllable expenses vs. non-controllable expenses, how to track expenses, what causes expense increases, and building an expense control plan.
9. Fixed Operations Marketing – This program explores ways to build service and parts sales. The concentration is on parts wholesale and retail methods, service and parts direct marketing, sponsoring community activities, service clinics, new owner training, etc.

Ask us about bundling this new electronic consulting with traditional consulting. We can help you build an affordable solution designed specifically for your needs.



### **Simply a Total Solution**

mm Profit Group provides a complete range of services to assist clients with strategic assessments, benchmarking, parts, fixed operations training and consulting, organization and development, software utilization, dealership valuations, factory relations and social media implementation, data solutions, and training for controllers, office managers, CFOs, GMs and other personnel.

### **Simply the Right Choice**

For all your dealer services needs, the choice is simple. mm Profit Group.

For more information contact Mark Martincic 205-821-5300 or [m.martincic@hotmail.com](mailto:m.martincic@hotmail.com)



## **Our Founder**

Mark D. Martincic is Founder and President/Lead Consultant for mm Profit Group. Mark recently held the position of General Manager/Director of Operations for Dixon Hughes, PLLC Fixed Operations Consulting and Training. Prior to his time at Dixon Hughes, Mark was employed by the Profit Point Fixed Operations group - specifically ASC Retail Consulting Inc., MNI, Inc., and Car!nk Inc., all ADP Companies.

Mark has an extensive background in the automotive retail field. During his 43-years of experience in the automotive industry, he has held such positions as technician, service advisor, service manager, body shop manager, and fixed operations director of multiple dealerships and independent shops. He is also an ASE Certified Master Technician.

Over the last seventeen years, Mark has worked with hundreds of dealerships and independent shops - improving their processes, customer retention, and profits. He has also worked with manufacturers and industry consolidators in implementing strategic plans for their dealerships/shops and developing programs for their specific needs.

Mark has been a speaker/panel member for NACE (International Autobody Congress and Exposition), NADA, dealer mega-groups, and 20 groups, and is involved in many National trade organizations. He is a member of the Collision Industry Conference, ASA, and The National Autobody Council.