



## **Fixed Operations Consulting**

### **Consulting Programs**

It's not enough to have a great business design. Moving the needle on customer retention and profitability often requires breakthrough operational performance as well. And with the industry becoming more and more competitive, small differences in operations can have a huge impact on the return a dealership earns on its investment. Our experience suggests the best operational processes and strategies often require more than seminar training. mm Profit Group offers consulting for any aspect of your fixed operations departments. Our in-dealership intervention consulting allows dealers to reap the rewards of missed opportunities quickly and at the same time implement tailor made processes to improve department efficiencies. Most dealers realize gains in customer retention and profits almost overnight. When compared to other investments, we offer more return on the investment and much more sustainability.

For more information on any of our consulting programs, contact Mark Martincic at 205-821-5300. In the next section you will find some of the more popular in-dealership consulting programs:



## **Practical Service Management**

“Merging technology with processes;” Once you have identified opportunities to improve your service department processes, you need management with the skills and training necessary to effectively implement changes in your operations.

Through a series of in-dealership visits and assessments, our consultant will train your service department staff members the details of a service management system. Then we will roll up our sleeves and help with implementation to assure success. Focus items include:

- Evaluation of the market
- Financial statement analysis
- Repair order analysis
- Establishment of market driven pricing methods
- Price averaging
- Job pricing
- Developing service drive POS materials
- Maximizing facility utilization
- Time inventory control
- Work flow control
- Establishing an appointment system
- Traffic building
- Customer follow-up processes
- Organizational structuring
- Establishing operating procedures
- Designing effective pay plans
- Ongoing performance tracking



## **Practical Service Management- (continued)**

Teaching your staff about these areas and then being there for the implementation of these techniques is a vital part of this program. The results that will follow successful implementation include:

- Improved shop productivity
- Increased parts and labor sales and gross profits
- Improved customer retention
- Improved performance with the tools to track it, and
- Increased bottom line profits

## **Best Practices for Service**

Within your service department, there should be a defined process for everything, from selling repairs to handling customer complaints. However, increasing profitability, improving team satisfaction, and maintaining customer loyalty can be a tall order for your service manager.

Sometimes existing processes and methods can actually keep you from reaching your departmental goals.

This program is a multifaceted six-month training process. All necessary forms and process implementation are included with the program. The following areas are addressed through a series of in-dealership seminars and implementation support:

- Facility utilization and production
- Service advisor selling techniques
- Market driven pricing
- Shop scheduling
- Traffic building
- Service drive merchandising
- Customer satisfaction
- Expense control



### **Best Practices for Service- (continued)**

Each existing dealership process is examined and compared to known best practices. Together with your management team we will tailor the implementation of the new or revised processes, train necessary personnel, and begin implementation. Other problematic areas specific to your service department will be addressed and reengineered, as well.

mm Profit Group encourages training seminar participation by all service department staff, support personnel, dealers, general managers, and any other client personnel interested in the success of the service and parts departments. Training attendees will gain a better understanding of the daily processes that drive your service operation. Together, we will work to re-engineer these processes to effectively implement them in your service department.

By then teaching your employees how to use the new management system efficiently, you gain the most return from your investment.

Best Practices for Service will integrate your investment in technology with enhanced processes resulting in increased profitability and improved customer satisfaction, and thereby guaranteeing you maintain a competitive edge.



## **Optimizing the Effectiveness of Your Service Pricing System**

It is not uncommon to have issues when adjusting to new technology in any place of business. The same holds true if your service department has recently implemented a new Service Pricing System.

mm Profit Group Service Pricing System Optimization Program is a two-day consulting visit for clients who have purchased the ADP or R&R Service Pricing products and are interested in optimizing their usage in their dealership.

During this visit, system setups will be reviewed and modified as necessary. If you have recently implemented service pricing product and feel you have not yet realized its potential value, this optimization program is ideal for your service department.

Our consultation will also help you fine-tune the product as you become more familiar with the application, and will enable you to customize it to meet your dealership's individual pricing needs and objectives. In addition, your service department will benefit from:

- Trained and knowledgeable service personnel
- Customized price controls
- Service consultants who will be able to provide your customers with service pricing in a timely and consistent manner
- Increased productivity
- Improved customer satisfaction

Your dealership recognized the value of automated service pricing when you chose to invest in your service pricing system. Once your staff is trained and understands these advantages, your service department can begin to enjoy them.



## **Practical Body Shop Management**

This is more “merging technology with processes.” This consultation service is designed to make sense of and improve the relationship between your shop staff, your customers, and the insurance adjusters that you deal with every day. Once we help you increase traffic and improve your closing ratio, focus is placed on the internal processes that drive both productivity and profitability.

“Best Practices” is a phrase that you will hear over and over. At mm Profit Group we don’t just teach you how to institute the best practices; we roll up our sleeves and help implement the body shop best practices that will improve your overall performance.

Through a series of in-shop visits and assessments mm Profit Group’ consultants will instruct and implement these critical success factors with your management team:

- Facility utilization
- Competing in your current market
- Traffic building
- Monitoring performance
- Merchandising
- Paint and materials control
- Production systems
- Expense control
- Pay plans
- Financial analysis
- Management operating procedures

Teaching your staff about these areas and being there for the implementation of these techniques is a vital part of this program. Results that follow successful implementation include:

- Improved shop productivity
- Reduced cycle times
- Increased parts and labor sales and gross profits
- Improved customer retention
- Improved performance with the tools to track it, and
- Increased bottom line profits



## **Practical Parts Management**

This program is designed to make sense of and improve the DMS controls, the financial indicators, and your current parts department processes. The parts department consulting program is an ongoing, one-year consulting program that includes an initial assessment of your inventory, key processes, and key personnel.

Practical Parts Management will review the key responsibilities of inventory control, including:

- Lost sale posting
- Bin locations
- A cost for every part
- Pricing variations
- Trade pick-up
- Negative on-hands
- Reports
- Knowing your system
- Days supply
- Dealership controls
- System controls
- Reporting
- Factory/Distributor returns

During a series of in-shop visits and assessments mm Profit Group consultants will also instruct and help initial implementation of procedures involving such areas as:

- Competing in your current market
- Monitoring performance
- Merchandising
- Expense control
- Pay plans
- Financial analysis
- Management operating procedures
- Security



### **Practical Parts Management-(continued)**

The results that will follow successful implementation include:

- Increased sales
- Increased profits
- Reduced obsolescence
- Improve department efficiency
- Improved “off the shelf availability”
- Improved customer retention





### **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.