



Fixed Operations Training Seminars

Service Department Seminar Series

1. **Fundamentals of Financial Analysis for the Service Department** – In today's busy service department many managers stay tied closely with the tactical, day-to-day side of the business. They work hard putting out the fires and solving problems for customers, technicians, and management. However, they may not have the time (or don't take the time) to truly understand the financial statement, which is essentially service's ultimate report card. In order to be effective in reaching all of the dealership's goals, managers need to develop solutions and action plans that work. This course can help even the seasoned manager prioritize and improve his effectiveness in managing the service department.

This seminar at a glance – Participants are provided with an understanding of the financial indicators essential to service profitability. These includes basic financial terminology and discussions, such as cost of sales, fixed coverage, effective labor rate, customer paid ratio, markup vs. gross, work in process, receivables, fixed expense, variable expense, etc. Participants also provide insight into real world performance goals and objectives, establishing benchmarks and how to analyze their own department's performance.

2. **Establishing Market Driven Service Pricing and Point of Purchase Sales Tools** - Take the guesswork out of labor rates, competitive specials, and discounting. If you are managing your pricing based on what the factory will pay for warranty repairs you may have a tremendous opportunity to improve your customer's perception of your dealership and your profitability. Customers buy for many reasons, and price is only one of them. Participants use this class to develop the skills needed to manage their pricing and value propositions based on their own specific market.

This seminar at a glance - Participants will acquire the skills needed to perform their own competitive analysis, learn the techniques required to set variable labor rates, define GRID pricing methods, develop weighted parts pricing, and develop total job pricing methods. They will also learn how to develop factory recommended maintenance menu's, which includes bundle pricing for mileage and time interval maintenance. Participants will also learn to utilize a multi-point inspection form and the process which allows service personnel to document needed maintenance or repairs for every customer. This seminar will cover methods which will allow your dealership to monitor performance daily, weekly and monthly and adjust to changing markets or dealership needs.



Service Department Seminar Series – (continued)

3. **The Customer Sales Process** – Starting with what your customers need and want, rather than what you have to sell is the key to sales success but how do you identify your customer's objectives before the sales cycle even starts? We can help you and your staff develop skills to deliver real business value to your customers.

This seminar at a glance – Participants will learn why customers shop in the places they do, and what it takes to earn their business and loyalty. They will learn the organized approach to the sale, how to sell to different types of customers, and how to deliver world class service. Participants will develop techniques for building rapport with your customers, establishing credibility, and managing moments of truth in the service department while turning distraught customers into loyal customers.

4. **Service Production** – The work of vehicle service technicians and mechanics has evolved from mechanical repair to a high technology job. Today, integrated electronic systems and complex computers run vehicles and measure their performance while on the road. Technicians must have an increasingly broad base of knowledge about how vehicles' complex components work and interact, as well as the ability to work with electronic diagnostic equipment and computer-based technical reference materials. Technician efficiency is reliant upon the technician's own skills with all of the above. High technician productivity depends on the management team and support staff. Management, internal processes, and operating procedures are often the largest obstacle to productivity improvements.

This seminar at a glance – Participants will discuss facility layout and utilization, shop capacity, labor sales requirements, staffing levels, technician productivity and efficiency, pay plans, work flow, and ways to make improvements to each. This seminar includes a brief look at advanced production and getting more from your current facility.

5. **The Service Advisors Role in Customer Retention and Service Drive** - This one day seminar is designed for new or seasoned service advisors who wish to improve their skills. This seminar will also be valuable to assistant service department managers and other personnel with constant customer contact. Issues to be discussed include the service advisors influence on a dealership's image, daily duties and responsibilities, communication with distressed customers, service drive sales, building customer rapport, selling benefits, and best practices.

This seminar at a glance - This seminar is fast paced, practical, and informative. Participants will leave the workshop with the skills needed to become a world-class service advisor. They will gain a comprehensive understanding of the importance of their position and the effect these skills can have in obtaining total dealership goals in both customer retention and profitability.



Parts Department Seminar Series

1. **Parts Inventory Management** - The market is changing rapidly and the competition is becoming tougher. This seminar will help your dealership retain its competitive edge as you analyze your performance more effectively, respond to market opportunities more quickly, and maximize your profit potential. This is an intensive two day program that teaches theories and techniques that are necessary for proper management and control of parts department inventories. We will discuss inventory management theory, implementation, management reports, security, personnel, and management and computer systems. Participants will learn to identify customer and market needs, focus on department opportunities, and positively impact the overall dealership. These techniques and concepts are focused toward improving profitability and customer service through improved parts availability from stock.

This seminar at a glance - This seminar will assist participants in examining and analyzing your parts operation, implementation of a management framework, and the ability to apply industry best practices. These skills can enhance profitability, effectiveness, and customer retention. They will learn to work more effectively with your automated inventory management system and accounting information and gain better control of the parts inventory in the dealership.



Collision Repair Management Seminar Series

1. **Fundamentals of Financial Analysis For the Body Shop Department** – Just as in the service department today's busy collision center managers stay focused on day-to-day business operations. They work hard reacting and solving problems for customers, technicians and management. They don't have the time or don't take the time to truly understand the financial statement and utilize it as a management tool, as it is the ultimate report card. In order to be effective in reaching all of the dealership's goals, managers need to develop solutions and action plans that work. This course can help even the seasoned body shop manager prioritize and improve his effectiveness in managing the department.

The seminar at a glance – Participants will learn and understand the financial indicators essential to collision center profitability. This course includes basic financial terminology and discussions, such as cost of sales, fixed coverage, effective labor rate, sales per repair order, 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 self-analyze their own performance.

2. **Establishing Key Performance Indicators and Measuring Daily Performance** - What indicators do you measure? How do you measure performance? What do the results tell you? Proactive managers in most business situations, daily measure several key performance indicators and compare their results to industry benchmarks, past performance and other performance goals. Knowing and understanding what really drives successful collision centers, how to measure those results and the ability to compare those results to real life, achievable benchmarks can assure a manager has the most accurate performance information possible to base his action plans on.

This seminar at a glance - Understanding, defining, calculating and analysis of many collision centers KPI's is the foundation of this seminar. However, the class will also discover basic action plans which will allow performance improvements immediately upon the manager's return and implementation of the plans.

3. **Body Shop Production** – The work of vehicle collision center technicians and painters has evolved from hammer and dolly repair to a high technology job. Today, exotic metals, alternative materials, and new paint systems are only a few of the high tech changes faced daily by these technicians. Technicians must have an increasingly broad base of knowledge about the new repair procedures for the new complex components and all understanding of the exotic chemicals necessary for repair. Technician efficiency relies on his skills with all of the above. High technician productivity relies on the management team and support staff. Management, internal processes, and operating procedures are often the largest obstacle to productivity improvements.

The seminar at a glance – Participants will discuss facility layout and utilization, shop capacity, labor sales requirements, staffing levels, technician productivity and efficiency, pay plans, work flow and how to make improvements to each. The course also takes a brief look at advanced production, and getting more from your current facility.



Collision Repair Management Seminar Series- (continued)

4. **Body Shop Merchandising, Traffic Building, and Customer Follow Up -**

Participants will examine and discover industry best practices for body shop merchandising and traffic building. Not unlike a new vehicle department, each job sold in a body shop today comes close to representing the average gross profit of a vehicle sold. As such, there is a need to track every opportunity and utilize a professional approach to attract and close every deal. Once each job is completed a sound follow-up process can also improve customer retention.

The seminar at a glance - Merchandising topics will include prospect control logs, managing "up's," utilization of a road to a sale, point of sale materials, and sales follow-up procedures. Traffic building discussions will include developing your promotion strategy, selling benefits, promotions, point of sale materials, monthly customer labor sales graphs, and improvements in personnel accountability through the use of timing and action calendars. Customer follow up procedures will include outsourcing vs. follow-up from staff, ten steps to effective customer follow-up, and customer follow-up reporting.

Executive Management Seminar

1. **Fixed Operations Profits and Customer Retention -** This is an intensive operational workshop for dealers, general managers, and overall fixed operations managers designed to identify the techniques of managing through key performance indicators. This executive management workshop will define the performance indicators for each fixed operations department, instruct attendees in how to calculate his dealership performance, and provide a set of mm Profit Group industry benchmarks for comparison.

Executive managers are often unaware of the basic elements, or critical success factors for each fixed department. With a thorough understanding and the ability to discuss needed improvements in your managers own language you will gain the power to tie these subjects together. If you suspect you have business opportunities in one or more of your fixed operations departments, and want to begin making daily improvements then this course is for you. After this course maybe the first time you and your managers can speak the same language, so to speak, and focus on the same needed improvements.

The seminar at a glance - Discussions will include definition of the key performance indicators for each fixed operations department and the relationship to your financial statement. Worksheets will be provided with mini case studies to assure complete understanding of the necessary calculations and comparisons. Once completed, the class will turn its attention to building action plans and setting realistic short-term goals. Each participant will leave the class equipped to better manage their managers and have the tools in place to measure performance daily.



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



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.