



Fixed Operations Training, Consulting Programs and Seminars

Services for DEALERSHIPS

In a world of tough decisions, at least one is easy. With over 40 years experience working with the dealership industry, mm Profit Group gives you one simple choice for dealership fixed operation services.

Simply Committed to Dealerships

Our decades-old, shared passion for dealerships is the hallmark of our commitment to the dealership industry. mm Profit Group is firmly built on the trust we have earned from manufactures and dealerships of all sizes throughout the world.

We proudly offer a team of professionals completely dedicated to serving all dealerships. We further our commitment through deep, active involvement and support of numerous dealership related associations. We remain on the cutting edge of the industry through our active involvement on boards and committees, writing and lecturing on the latest issues, and equipping ourselves with the latest in technology and training to serve your dealership efficiently and effectively.

mm Profit Group offers fixed operations training built around your needs. Our seminars and consulting programs are focused on you. In each session, we adapt our world-class curriculum to meet your training requirements as well as your dealership's goals and objectives.

Join hundreds of manufacturers, dealership owners, managers, and personnel from around the world who come to mm Profit Group for today's most dynamic, targeted and effective training and consulting.



The Right Choice

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

You need practical solutions – mm Profit Group seminars and consulting programs feature a well balanced blend of practical content, group discussion and hands on exercises that allow the participant to implement new ideas and skills when he/she is back on the job.

You need expert guidance – mm Profit Group programs are led by distinguished, experienced instructors and industry leading consultants, who have been in the trenches and bring tested best practices to every program.

You need the “human touch” – Our classes and consulting programs allow each participant to interact with the instructor and colleagues to gain different perspectives and ideas.

You need convenient delivery – Our training seminars are scheduled frequently and in convenient, accessible cities, coast to coast.

Call 205-821-5300 or email us at m.martincic@hotmail.com



Table of Contents

- I. **Services for Dealerships**
 - a. Simple Committed to Dealerships
 - b. The Right Choice
 - c. Service Department, Parts Department and Body Shop Opportunities Questions
 - d. Improvements for your dealership
 - e. Opportunities Within
 - f. Service Department Seminar Series
 - 1. Fundamentals of financial analysis for the service department
 - 2. Establishing Market Driven Service Pricing and Point of Purchase Sales Tools
 - 3. The Customer Sales Process
 - 4. Service Production
 - 5. The Service Advisor's Roll in Customer Retention and Service Drive
 - g. Parts Department Seminar Series
 - 1. Parts Inventory Management
 - h. Collision Repair Management Seminar Series
 - 1. Fundamentals of Financial Analysis for the Body Shop
 - 2. Establishing Key Performance Indicators and Measuring Daily Performance
 - 3. Body Shop Production
 - 4. Body Shop Merchandising, Traffic Building and Customer Follow-up.
 - i. Executive Management Seminar
 - 1. Fixed Operations Profits and Customer Retention
 - j. Consulting Programs
 - 1. Practical Service Management
 - 2. Best Practices for Service
 - 3. Optimizing the Effectiveness of Your Service Pricing System
 - 4. Practical Body Shop Management
 - 5. Practical Parts Management
 - k. mm Profit Group Dial-a-Consultant
 - 1. Financial Analysis
 - 2. Establishing Service Pricing
 - 3. Maintenance Menu
 - 4. Parts Inventory Management
 - 5. The Customer Sales Process
 - 6. Technician Production
 - 7. Parts Merchandising
 - 8. Expense Control
 - 9. Fixed Operations Marketing
 - l. Simple a Total Solution
 - m. Simple the Right Choice



Service Department, Parts Department and Body Shop Opportunities

The service department, parts department, and body shop at any dealership are very busy places. Technicians mill about, making repairs and taking vehicles out for test-drives. Customers wait to order or pay for service. Phones ring incessantly with people wanting to make appointments or find out the status or cost of a repair.

The highly profitable dealers share common factors. They have realized that long-term profitability starts with customer retention. They have a set of standards and processes that allow them to exceed their customers' expectations. Not only do they fix vehicles, but they also take the time to understand what their customers' want and then they deliver a level of customer service that exceeds any pre-conceived notions the customer may have had. If proper operational procedures are developed and a professional staff of frontline personnel maintained these departments can be your greatest source of income for a dealership.

The questions are:

1. How do you determine which procedures are right for your shop?
2. How do you assure your staff is highly trained?

mm Profit Group' Dealer Services Group can provide assistance through consulting, training, and support services targeted specifically for your Parts, Service, and Body Shop operations. We provide proven solutions and programs that are customized to your dealership's individual needs for:

- Developing market driven pricing
- Improving parts and labor sales from current customers
- Improving gross and net profit on parts sales, service sales, and body shop sales
- Exceeding customer's expectations and improving customer retention
- Increased productivity
- Increased levels of parts department service



Improvements for Your Dealership

Working with your management team we can provide consulting and training solutions that are tailor made for your specific goals and objectives. Whether we deliver tailor made solutions or our time tested packaged solutions, our ultimate objective is to help your dealership do the following:

- Increase profitability
- Improve customer retention
- Increase employee retention
- Provide ongoing monitoring of critical success factors that drive your business
- Develop sales skills for your front line personnel
- Maximize technician productivity and efficiency
- Identify opportunities to increase department profitability
- Develop expense controls for your managers
- Design effective pay plans

Opportunities Within

How do you assess the opportunities that lie within your service, parts, and body shop?

mm Profit Group offers opportunity assessments for all three departments. These assessments are designed to evaluate current operations and expose any existing opportunities.

During the assessment, one of our consultants will make a two-day visit to your service, parts, or body shop to evaluate the current operating systems, key processes, financial results, and personnel involved.

Once completed, your consultant will review the results with you and any key management personnel. He will discuss opportunities that were discovered and make recommendations as to the changes necessary.

Don't let opportunities to improve your service, parts, and body shop operations pass you by. In today's business world every department must contribute its fair share of profit.



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.

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.



Service Department Seminar Series – (continued)

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.



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



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.
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.



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

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



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.