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5 Simple Changes for A Record Year In Fixed Op's



Presented by:
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About Ken Barnes

Ken was born and raised in a small town in Northeast Oklahoma and grew up working on cars. So, it was natural that he would continue his education at nearby Pittsburg State University where he graduated with a Bachelor's degree in Automotive Technology and a minor in Business Administration. Prior to DealerPRO Training, Ken spent 25 years in Fixed Operations Departments, working for franchised auto dealers – first as a Technician, then Shop Foreman, and, ultimately, Fixed Operations Director for a large dealer organization overseeing 300 employees, grossing over \$900,000 per month in Fixed Ops. Currently, he is the Director of Sales Operations for DealerPRO Training, where he has worked with hundreds of Auto and RV dealerships for the last 15 years. Ken's vast experience in the US and Canada, helping dealers increase profits in Fixed Operations and improve their overall performance, has brought him to the forefront as being one of the industry's most knowledgeable guest speakers. He presents workshops at NADA, Performance 20 groups, ATD, NATDA, RVDA, NTP Stag and Hunter Engineering-sponsored workshops amongst others.

DealerPRO Training is the largest Performance-Based Fixed Operations Training Organization in North America. Our exclusive Performance Driven Training builds your team into top customer retention specialists. Our proven, in-dealership performance driven training initiatives have produced additional gross profits for our dealers that beat their previous year's performance by up to 30% or more. We've accomplished these remarkable results by NOT being "consultants" in your dealership. But by being Trainers....teaching and coaching your dealership service team to provide every customer with the highest level of service they possibly can on each and every visit.

Voted #1 Fixed Ops Training Company in the U.S.



- Announced in June 2017 by Auto Dealer magazine, DealerPRO Training was voted #1 in the category of Fixed Ops Training. Over 2,600 Dealers participated in the "write-in" survey.
- Given the modest size of our company, as well as our small marketing/advertising budget, this speaks volumes about the impact our training has on Dealers, their Dealership's profitability and their employees, all over the U.S. and Canada.
- We believe it's also because we understand the retail service operation like no one else...and achieve results...like no one else!



SUCCESS...

A journey, not a destination

Definition: Be the best you can be

Successful people DO what unsuccessful people WON'T DO

CHANGE #1:

Compensate to Motivate

HOURLY TECHNICIANS– Pay Incentives on Hours Produced

Hourly Base Compensation: \$16.00 per hour?

Performance Bonus: Added to the hourly base compensation. Based on the number of billable hours turned per week as follows:

| Weekly Hours | Per Hour |
|---------------------|-----------------|
| 25.0 - 29.9 | = \$2.00 |
| 30 - 34.9 | = \$4.00 |
| 35 - 39.9 | = \$6.00 |
| 40+ | = \$8.00 |

Hourly Technician Pay Plan

| Hourly Rate | Rate Per Billed Hour | Hours Worked | Weekly Pay | Average Productivity | Average Hours Produced | ELR | Sales Produced | Gross | GPM |
|--------------------|-----------------------------|---------------------|-------------------|-----------------------------|-------------------------------|------------|-----------------------|--------------|------------|
| \$20 | 40.00 | 40 | \$800 | 50% | 20 | \$135 | \$2,700 | \$1,900 | 70.0% |
| \$22 | 34.92 | 40 | \$880 | 63% | 25 | \$135 | \$3,375 | \$2,495 | 73.9% |
| \$24 | 32.00 | 40 | \$960 | 75% | 30 | \$135 | \$4,050 | \$3,090 | 76.3% |
| \$26 | 29.55 | 40 | \$1,040 | 88% | 35 | \$135 | \$4,725 | \$3,685 | 78.0% |
| \$28 | 28.00 | 40 | \$1,120 | 100% | 40 | \$135 | \$5,400 | \$4,280 | 79.3% |

CHANGE #1:

Compensate to Motivate

FLAT RATE TECHNICIAN PAY PLAN

Hourly Base Compensation: \$20.00 per hour?

Performance Bonus: Added to the hourly base compensation, retroactive back to hour ONE. Based on the number of flat rate hours turned per week as follows:

| Billed Hours | = | Per Hour |
|--------------|---|----------|
| 30.0 - 34.9 | = | \$2.00 |
| 35.0 - 39.9 | = | \$4.00 |
| 40.0 - 44.9 | = | \$6.00 |
| 45+ | = | \$8.00 |

Flat Rate Technician Pay Plan

| | Flat Rate Wage | Hours Worked | Weekly Pay | Average Productivity | Average Hours Produced | ELR | Sales Produced | Gross | GPM |
|---------|----------------|--------------|------------|----------------------|------------------------|---------|----------------|---------|-------|
| Example | \$20.00 | 40 | \$600 | 75% | 30.0 | \$95.00 | \$2,850 | \$2,250 | 78.9% |
| Level 1 | \$20.50 | 40 | \$718 | 88% | 35.0 | \$95.00 | \$3,325 | \$2,608 | 78.4% |
| Level 2 | \$21.00 | 40 | \$840 | 100% | 40.0 | \$95.00 | \$3,800 | \$2,960 | 77.9% |
| Level 3 | \$21.50 | 40 | \$968 | 113% | 45.0 | \$95.00 | \$4,275 | \$3,308 | 77.4% |
| Level 4 | \$22.00 | 40 | \$1,100 | 125% | 50.0 | \$95.00 | \$4,750 | \$3,650 | 76.8% |

Service Advisor Pay Plan

Compensate to Motivate

Prepare a PRO Forma

- 40% of Pay – Salary or Hourly
- 60% of Pay - % of Labor and Parts Sales (usually 2.5-4%)
- Bonus based upon Shop Productivity
example: \$100 for 60%, \$200 for 70%, \$300 for 80%
- Advisor Compensation Based on Individual Sales or Gross Profit

CALCULATE THEIR PAY TO SALES PERCENTAGE

CHANGE #2: Implement A Service Menu

WHY?

- Increase Service Sales
- Increase Unit Reliability
- Increase Technician Efficiency & Pay
- Increase Customer Satisfaction

Bullyan RV Center
www.bullyanrvs.com
4956 Hiller Trunk Hwy, Duluth, MN 55811, 866-632-2849

SMART Menu
Database Get/Email PDF

Diesel Motorhome Class A All >> 36 months - 3 year annual >> Service Menu Total

Address: _____ Customer Name: _____ Customer Phone: _____ Customer E-Mail: _____

Please select services for your Diesel Motorhome Class A All at 36 months - 3 year annual :

Service Generator Oil and Filter 1yr - 100 hrs/1st SERVICE at 25Hours
 Perform LP System Leak and Pressure Check
 Coach A/C System Check, Change Filter and Cleaning
 Clean & Adjust Slide-Out Room
 Check Coach Charging System/Test Batteries
 Clean & inspect Furnace Burner Assy
 Clean & inspect Rafer Burner Assy
 Clean & Adjust Water Heater Burner
 Service Aqua/Hydro Hot
 Engine Oil & Filter Change
 Lube Chassis Points
 Change Transmission Fluid Dextron ALLISON
 Change Coolant Filter
 Service Front Wheel Bearings (oil)
 Service Front wheel bearings Grease
 Service Rear Differential and Wheel Bearings (wet)
 Changing System Test & Service Batteries
 Fuel Filter Replacement
 Air Filter Replacement
 Wiper Replacement

Universal Dealer Service 1
 Universal Dealer Service 2
 Universal Dealer Service 3
 Universal Dealer Service 4
 Universal Dealer Service 5
 Universal Dealer Service 6
 Universal Dealer Service 7
 Universal Dealer Service 8
 Universal Dealer Service 9
 Universal Dealer Service 10

Preferred Service Total: \$0.00
 Additional Service Total: \$0.00

Minimum Service Total: \$0.00
 Package Opocodes: Service Opocodes:

Your new vehicle limited warranty requires that you perform the scheduled maintenance at the times or mileages shown in your operators manual. If you do not do so, and your vehicle fails as a result of your failure to maintain your vehicle properly, repairs of the failure may not be covered under your warranty.

Preferred Total \$0.0

The maintenance suggested by Bullyan RV Center selected above meets or exceeds factory recommendation:

Signature of Authorization: _____

CHANGE #3: Courtesy Health Check On All Retail Units

Customer Name: _____ Date: _____
 Year/Make/Model: _____ Tag: _____
 VIN(last 8): _____ RO #: _____

| Checked and Photos Inspection | Requires Attention | Exterior Inspection | Tire |
|-------------------------------|--------------------------|------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Side Marker Lights | Off Door Side Front Tread Depth <input type="checkbox"/> 32hrs Date of Manufacture <input type="checkbox"/> week of |
| <input type="checkbox"/> | <input type="checkbox"/> | Front Clearance Lights | Door Side Front Tread Depth <input type="checkbox"/> 32hrs Date of Manufacture <input type="checkbox"/> week of |
| <input type="checkbox"/> | <input type="checkbox"/> | Rear Clearance Lights | Off Door Side Middle Tread Depth <input type="checkbox"/> 32hrs Date of Manufacture <input type="checkbox"/> week of |
| <input type="checkbox"/> | <input type="checkbox"/> | Right Turn Signal | Door Side Middle Tread Depth <input type="checkbox"/> 32hrs Date of Manufacture <input type="checkbox"/> week of |
| <input type="checkbox"/> | <input type="checkbox"/> | Left Turn Signal | Off Door Side Rear Tread Depth <input type="checkbox"/> 32hrs Date of Manufacture <input type="checkbox"/> week of |
| <input type="checkbox"/> | <input type="checkbox"/> | Brake Lights | Door Side Rear Tread Depth <input type="checkbox"/> 32hrs Date of Manufacture <input type="checkbox"/> week of |
| <input type="checkbox"/> | <input type="checkbox"/> | Luxonair Fuse Light | |
| <input type="checkbox"/> | <input type="checkbox"/> | Awnings(s) | |
| <input type="checkbox"/> | <input type="checkbox"/> | Entry Door(s) | |
| <input type="checkbox"/> | <input type="checkbox"/> | Compartment Door(s) | |
| <input type="checkbox"/> | <input type="checkbox"/> | Window(s) | |
| <input type="checkbox"/> | <input type="checkbox"/> | Free Roof Inspection | |

Notes: _____

Prior Body Damage

Legend:
 B= Bent
 BB= Buffer Bump
 B= Broken
 C= Cut
 D= Dented
 G= Gouged
 L= Loose
 M= Missing
 P= Paint Chip
 R=Rub Marks
 S= Scratched
 S= Stuffed
 D= Deformed

Notes: _____

J.D. Powers Survey

- #1 Provide a safe unit - MPI
- #2 Provide a reliable unit - MAINTENANCE

- ❖ To Provide A Safe & Reliable Unit
- ❖ Increase Service Sales
- ❖ Increase Technician Efficiency
- ❖ Increase Customer Retention

CHANGE #4:

Measure Performance Daily

SERVICE ADVISORS:

- Number of Repair Orders per day, per Advisor 6-10
- Track Retail Repair Order Performance Separately
- Margins: Labor at 78% and Parts at 40%
- Establish Sales Goal per Repair Order (\$ or hours)
- Closing Ratio of 75% repairs, 40% maintenance
- Number of Appointments by Advisor

TECHNICIANS:

- Individual Daily Performance Tracking
- Hours Billed vs Clock Hours
- MPI # and Sales
- Performance Board for Technicians

TECHNICIAN PERFORMANCE METRICS:

- Number of Hours Produced vs. Number of Hours Worked
- Number of Multi-Point Inspections Completed
- Number of Additional Service Requests
- Total Gross Profit Produced MTD

Establish Accountability Standards for ALL Employees

There is a CANCER that is prevalent in Service & Parts Operations...
LACK OF ACCOUNTABILITY!

CHANGE #5: Implement A Triage Process

Question

How long does it take before you start working on your customers unit after they drop it off for an appointment?

- 2 days
- 4 days?

When do you order parts?

Start warranty authorization?

What do you tell the customer if they call before you look at their unit?

Inspect every unit within 24 hours of arrival

- Put unit outside if any of the below apply
- Get approvals (w or r) / update customer
- Order Parts

**Every morning, diagnose units from the prior day before starting repairs.
Once all units are diagnosed, then start repairs.**

One tech or all to diagnose?

Establish diag times and flag tech

If another tech installs parts, he gets paid the balance of time

You will reduce your cycle time and units on the lot time by x days & have happy customers

“If you continue to do what you’ve always done, you’ll continue to get what you’ve always got.”



Exclusive Offer for RVDA Attendees...

FREE
***Technician Gross Profit
Calculator &
Profit Improvement Plan***

OFFER EXPIRES December 31st, 2024
email: kbarnes@dealerprotraining.com
or call 614-582-0674





Business Plan For Achieving 100% Service Absorption

DealerPRO Training will perform a 2 Day, In-Dealership Profit Potential Analysis of your Service and Parts Operation, focusing on the key measureable retail profit opportunities in your dealership for achieving 100% Service Absorption.

Identify Your Opportunities for Profit Improvement

Service Advisor's Sales Performance
Labor Gross Profit Per Repair Order
Scheduling Processes
One Item Repair Order Analysis
Production Structures
24 Month Retail Trend Analysis

Technicians' Productivity Analysis
Parts Gross Profit Per Repair Order
Profit Margins
Quick Lube Sales Analysis
Selling More Appointments
Telephone Processes



BETTER TRAINERS. BIGGER RESULTS.

Your Name: _____ Title: _____

Dealership Name: _____

Dealership Address: _____

Add'l Dealerships:

City, State, Zip: _____

No _____ # _____
Yes _____

Best Number to Reach You: _____

Best Time to Call: _____

Your Email Address: _____

of Service Advisors: _____ # of Technicians: _____

Approx. CP RO: _____

Signature: _____

List your preferred evaluation date: _____

Notes: _____

ATTENDEE SPECIAL OFFER

In-Dealership 2-day Profit Improvement Plan - NO CHARGE* *Dealer pays minimal travel expenses

www.DealerPROTraining.com

Phone: 888-553-0100

Fax: 614-471-8306

Booth #513



DealerPRO Performance Improvement Plan (PIP)

Unleash Your Dealership's Full Potential

DealerPRO Training's Performance Improvement Plan (PIP) is specifically tailored for RV dealerships seeking to elevate their fixed operations. This strategic solution is designed to boost profitability and customer satisfaction in your service and parts departments through meticulous analysis and proven methodologies.

Program Highlights

1. On-site Evaluation:

- **Two-Day Comprehensive Review:** Dive deep into your fixed operations with a 24-month analysis of service and parts financials, customer pay repair order analysis, and direct feedback from service advisors and managers.
- **Performance Assessment:** Receive a detailed evaluation of your current practices to identify critical areas for improvement.

2. Customized Improvement Plan:

- **Tailored 8-Page Report:** Benchmark your performance against industry standards with customized strategies to achieve your goals.
- **Actionable Strategies:** Specific recommendations to enhance productivity and profitability, grounded in real data.

3. Key Focus Areas:

- **Growth Strategies:** Innovative approaches for both service and parts departments to expand and thrive.
- **Employee Development:** Motivation and retention strategies that foster a high-performance team culture.

4. The DealerPRO Advantage:

- **Increased Profitability:** Sharpen your operations to significantly improve profit margins and ensure sustainable growth.
- **Boost Customer Retention:** Deliver superior service experiences that keep customers coming back, enhancing loyalty and reputation.
- **Operational Excellence:** Streamline processes for peak efficiency, enabling you to serve more customers without compromising on quality.

ACT NOW FOR A THRIVING FUTURE

Don't miss the opportunity to transform your RV dealership into a benchmark of success in the industry. Complete this form on the back and return to DealerPRO Training to schedule your Performance Improvement Plan evaluation and start on the path to remarkable profitability and service excellence.

SERVICE TRAINING

For as low as
\$495/month

- > **IMPROVE SERVICE PROCESSES FOR BETTER SCHEDULING AND SHOP PRODUCTIVITY**
- > **SELLING SKILLS THAT HELP CUSTOMERS MAKE INFORMED CHOICES AND INCREASE SALES**
- > **EFFICIENT CALL HANDLING AND TIME MANAGEMENT**
- > **INCREASE CUSTOMER SATISFACTION WITH AN OVERALL BETTER SERVICE EXPERIENCE**

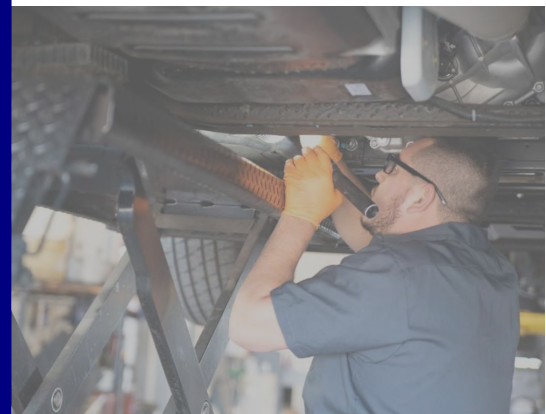
Purchase today, and start training tomorrow!



WHEN WAS THE LAST TIME YOUR SERVICE PERSONNEL HAD PROFESSIONAL TRAINING?



- ✓ **SERVICE ADVISORS**
- ✓ **SERVICE MANAGERS**
- ✓ **GENERAL MANAGERS**
- ✓ **OWNERS**



All Training Programs qualify as credit hours with the



Get Dealer *PRO*-Certified Service Training In-Store, Online, or attend a Workshop

Dealership: _____

Your Name: _____

Title: _____

Best Number to Reach You: _____

Email Address: _____

Address: _____

City, State, Zip: _____

of Advisors: _____ # BDR's _____ # of Technicians: _____

Tentative Dates: _____

CREDIT CARD PAYMENT OPTIONS: (Please circle one.) MC VISA AMEX

I authorize Dealer*PRO* Training to charge my credit card \$_____.

Primary Cardholder Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Card #: _____

Exp. Date: _____ Security Code: _____

Signature of Cardholder: _____

Email Address of Cardholder: _____



\$5,995*

3 Day In-Dealership Advisor Training

3 Days, In-Dealership
Selling Skills,
time management,
customer service skills

*Plus travel expenses

\$1,495/ \$2,495

Advisor/Manager Course

2 Day Advisor
3 Day Manager Workshop
Columbus, OH

\$495

Online Advisor/ Manager Training

88 chapters, testing,
certification; train in your
store, no travel