


# *THE SERVICE MANAGER...PLUS*

## *Double your shops Net Profit*

**“THE MAGIC SEVEN”** The NAPA AutoCare Financial Profile is a publication of industry statistics and benchmarks measuring the financial performance of all reporting repair shops and the top 25% in terms of net profit. Listed below are the “Magic Seven” traits that separate the top 25% versus the average of all reporting shops.

1. Top 25% most profitable shops annual sales were approximately \$63,000 higher than the average of all reporting shops.
2. Top 25% Shop labor rate was \$1.79 higher than the average of all reporting shops
3. Top 25% Gross profit on parts was just 2.76% higher than the average shops.
4. Top 25% Had 9.91% lower operating expenses as a % to sales than the average of all reporting shops.
5. Top 25% Sold \$21.26 more dollars per repair order than the average of all reporting shops.
6. Top 25% Had more ASE Certified Technicians in 7 of 8 categories than the average of all reporting shops.
7. Top 25% Shops were 1.2% more efficient (Factory Efficiency) than the average of all reporting shops.

 **RESULTS:** The Top 25% most profitable shops enjoy a **NET PROFIT IN EXCESS OF \$130,000 ANNUALLY** and they buy and sell the in the same competitive market areas as all reporting shops. Learn how they do it.

**Achieve 5 of the 7 “Magic Seven” traits** in just one day. If the service manager is the first and last person the customer talks to, then he or she must be financially aware of the decisions they make. 8:00am -4:30 pm

**Handle Objections:** Customers who shop prices, want to bring their own parts or remind you they can buy the parts for less money elsewhere are really looking for value, but know no other way to judge value other than price. Sell value over price and turn shoppers into customers. Verbal communication skills with customers is critical.

**The 12 Fundamental Steps** to a sale. They include initial customer contact, customer arrival, interviewing skills, the appointment, communicating customer concerns to technicians, the estimate, selling the estimate and the job, scheduling, final write up, presenting the bill, and customer follow-up.

**Labor Factory ONE**© “Factory Efficiency” A 5% increase in Factory Efficiency will more than **double the average shop’s net profit**. A Service Manager can make a shop 5% more efficient. We prove it in class and will show you how to do it... Guaranteed. It requires office efficiency, technician efficiency and support staff all working together to make it happen.

**Labor Factory TWO** © **Selling & getting paid for every hour of diagnostics...** Sell the work and present the estimate in such a way that customers see a value in your services. Set a “Labor Intensive”, and “Diagnostic” labor rate from cost up; program these rates into your computer so you charge with consistency and predictability. Based upon a 3 person shop at \$60 an hour, these rates and factors can recover \$100,000 a year in lost revenue.

**Other Topics:** Scheduling, a visual flow system, office efficiency, presenting the final bill, follow-up and telephone skills.

**A must class for shop owners as well. Money Back Guarantee!**

**CALL:** Your NAPA sales rep, store or Vin Waterhouse today  
**SEE SCHEDULE:** [www.VinWaterhouse.com](http://www.VinWaterhouse.com)  
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