



# Service Manager... **PLUS+**

**A Service Manager is the face of your business** and first impression is lasting. Just like you invest in tools and equipment, invest in key employees. The Service Manager can make or break your business financially. It is the most important position in a shop for many reasons.

**Three Labor Rates:** Today's vehicles require three labor rates. Standard, labor Intensive and Diagnostic. They all need to be calculated from cost up to retain your normal gross profit per billed hour. The average Shop's net profit has been eroding because parts sold per mile is declining. The solution is to have the right person in the right place with the right selling skills. This class teaches how to close sales in a very competitive market.

**Price Objections:** More people shop parts prices on the internet and it won't stop. How you handle customers who don't understand why you charge more for parts than they can buy them for themselves is **CRITICAL TO YOUR SUCCESS**. Learn proven ways to handle price objections and retain your full normal profit.

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

**Communication between office and technicians:** Poor or partial communication of the customer's concern to the technician is the biggest reason for wrong repairs, down time, and poor efficiency. Discuss non verbal systems and procedures to communicate easily and effectively between support staff and technicians.

**Scheduling:** Most shops don't make the money they could because they over or under schedule. How the work flows and to whom is critical. Learn to handle emergency repairs and walk - in customers without affecting already scheduled work, and get customer's cars repaired on time without working late or holding the vehicle overnight. High profit shops average \$9.89 more dollars per repair order than average shops. Learn how!

**Office Efficiency:** Your business will be as profitable as your front office is staffed and efficient. This includes everything from interviewing your customers, training them, scheduling the work and tracking technicians performance. When do you know to hire and office assistant and what is the breakeven point?

*Kim Waterhouse*

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