



Best Idea Presentation

Chrysler Dealer 20 Group
St. Johns

*How I will gain nearly \$100,000 in additional
annual service department gross profit!*

- Joe Betten

The Problem

- We were not **sure** that we were offering all needed and scheduled maintenance to **every** customer.
 - And if we did, I wasn't sure we were presenting them in a way that made the most sense or was the most persuasive.
- Single-line repair orders seemed to be excessive.
- “Declined service” seemed to be excessive.
- We were not discussing the “next appointment” with **every** customer.
- We were not tracking customer pay statistics for each advisor as well as we could.



The Solution

- Every morning, our Service Director sits with each Advisor to review **every** repair order from the previous day.
 - This meeting is very similar to the “Save-A-Deal” meeting that we hold in the Sales department.
 - The General Manager attends this meeting two or three times a week
 - The meeting starts at 10 a.m. and it takes 10-15 minutes.
 - We use the “Repair Order Analysis” from ADP.
 - We determine that all needed or scheduled maintenance was performed or offered.
 - We review “Declined Services”.
 - We track this by a “labor op” that we enter when the service was declined.
 - Each writer is measured against the “benchmark” and the shop average.
 - We added a line to the repair order that indicates to customers when their next appointment is scheduled.



The Results

- We are getting much better documentation.
- We have eliminated the “excuses” for not performing at the highest levels.
- We reduced single-line repair orders by 9%.
 - That gave us \$8,000 additional gross profit in the first month.
- We believe that there is another 10-12% reduction in single-line repair orders or denied work.
 - This will give us an additional \$8-12,000 gross profit.

