

**“Profitability Secrets that Dramatically  
Build your Bottom-line”**



## **Get In The Green**

*A Comprehensive Series of Live Business Management Training Courses*



This course is now approved for 12 credits toward the Accredited Automotive Manager (AAM) designation.

**Audience: Independent Garage Owners**  
**Duration: 1 x 8 Hour Session**  
**Instructor: Bob Greenwood**

The one day shop business management course is an intensive one day instructional seminar and workshop on today's Business realities as it applies to the Financial end of the independent sector of automotive aftermarket industry. This course also allows the shop owner to understand what will be required to move his business forward and to increase personal incomes over the next ten years.

## AGENDA

- An overview as to where our sector is headed and why
- What is the approach to business that is required to meet the new realities?
- Business operation guidelines to drive bottom line net profit
- Review and Discussion of Industry Productivity Guidelines and Averages
- Business procedures and formulas that focus on net income development
- Gross profit Guidelines - understanding the new gross profit mix
- Competitive Pricing for Profit
- Employer burden - The true cost of hiring an employee
- Technician efficiency
  - What is it?
  - How is it calculated?
- Labour profitability - The true net figure after tax
- Labour rate analysis - Measuring my rate to increase my net income
- Tier labour rates
  - What are they?
  - Is it necessary?
  - How to implement them.
- How to calculate net income on the invoice before it is closed off
- Review - setting the right objectives to build the preventative maintenance client
- Conclusion

## NOTES

- Each student will receive a detailed course manual.
- The instructor is available after class for personal, confidential, help if required.

### Student Requirements:

1. Every student must have a portable calculator.
2. Bring the number of work-orders written for the previous year.
3. Bring the total labour dollars billed for the last full year. (For maintenance and diagnostic if broken out)
4. Bring the total dollar of parts sales broken out into aftermarket and dealer parts for the past year if possible.
5. Also to bring 3 completed work-orders sampling 3 different types of jobs.
6. Your Last Years Formal Financial Statement prepared by your Accountant for personal use only