

*“High Performance Profitability in the New
World of Automotive Maintenance”*



Get In The Green

A Comprehensive Series of Live Business Management Training Courses



This course is now approved for 48 credits toward the Accredited Automotive Manager (AAM) designation.

Audience: Independent Garage Business Owners and Managers
Duration: 3 x 8 Hour Sessions
Instructor: Bob Greenwood

A shop Business Management Course that introduces the shop owner/manager to engage the topics covered as the course is covered over three consecutive days. The student is fully supported by the instructor during the course period and for one full year after the course has been completed.

Also the student receives full access to the Automotive Aftermarket E-Learning Centre (www.aaec.ca) for one full year after completing the course, a \$425.00 value.

There is no business management training course available in North America today that has this much shop management depth and support to it.

AGENDA

DAY 1

- Course objectives
- Overview of the Independent sector in terms of future trends and concerns that must be addressed
- Understanding global development of the aftermarket parts industry and its effect on shop profitability
- Examining the new business model required to build and sustain shop profitability
- Change in shop business relationships required to meet the new world order that affects shop profitability
- Recognizing common traits of shop owners who are in financial trouble
- Reviewing business management terms used in today's business world
- Reviewing the Formal Financial Statement sent to the bank. What does the 7 page document tell the bank about your Management skills?
- Examining the analysis that many banks use to rate your business success
- Recognizing early warning signs that shop financial failure is a real possibility
- Setting shop financial goals and objectives for a one bay to 20 bay operations required to achieve, and sustain, a profitable operation.
- How to determine the sales potential of your operation
- How to determine the sales capability - what to measure
- Gross Profit definition, analysis of a business and establishing Management guidelines
- Breakout session: Managing a gross profit strategy that maximizes the shops profitability.
- Review Homework assignment

DAY 2

- Review Homework Assignment and Day 1
- John Good Break-out session - Understanding Gross Profit and Gross Profit Mix in a modern shop and the effect on Net Income
- Understanding Competitive Pricing for Profit on hard goods and the labour component. Calculating the answer before you implement a plan
- Profit Analysis of the fluid service business
- Inventory Management guidelines for the automotive repair business
- How Inventory turn-earn index can contribute to increased Net Income
- Supplier Guidelines
 - Understanding their business
 - What do we each bring to the table that can change our future
 - How my supplier can increase the net income of my shop
- Expense guidelines - Understanding Fixed, Variable & Common Sense
- Managing Accounts Receivable in today's realities and how to measure an accounts true profitability
- Business Profit Improvement. How to plan properly
- Break-out session - Understanding productivity within a business plan
- Employer Burden - The true cost of hiring an employee
- Technician Site efficiency
 - What is it?
 - How is it calculated?
- Review Homework assignment

DAY 3

- Review Day 2
- Labour Profitability
 - Establishing the right door rate for my shop
 - How to calculate the true net income after tax for 1 hr of labour
- Labour rate analysis
 - Measuring my rate to increase my net income.
 - What does it mean for my customer base in dollars and cents?
- Overview - The changing Automotive Repair Market
- Tier Labour rates
 - What are they?
 - Are they necessary?
 - How to implement tier pricing.
 - How to get paid for your diagnostic knowledge
- Staff Profit sharing analysis
 - Calculating the dollars and cents
 - Staff loyalty retention system
- Return on Investment
 - What is it?
 - How is it calculated?
 - Six steps to improve your Return On Investment
- Breakout session - Calculating ROI on an interim basis
- The Professional Invoice - Building the trust factor and long term relationships
- How to set yourself up for vacation time
- Staff performance Review
- Summary and Conclusion

NOTES

- By the end of the course each student will have a 300-page manual.
- The instructor is available after class and each evening for personal, confidential, help if required.

Student Requirements:

1. We recommend every student bring a portable calculator.
2. We recommend every student bring their last year end “Formal Financial Statement” prepared by their accountant to be used for personal use only.
3. If the student has an interim financial statement, with revenue broken out into categories, it should also be brought to the course for their personal use only.
4. Bring the number of work-orders written for the previous year.
5. Bring the total labour dollars billed for the last full year. (For maintenance and diagnostic if broken out)
6. Bring the total dollar of parts sales broken out into aftermarket and dealer parts for the past year if possible.
7. Bring 3 completed work-orders sampling 3 different types of jobs.
8. Also bring the total number of clients that you regularly (loyal to your shop) e.g. 300, 350, 475 clients