



"The Garage" Workshop - Like No Other!!

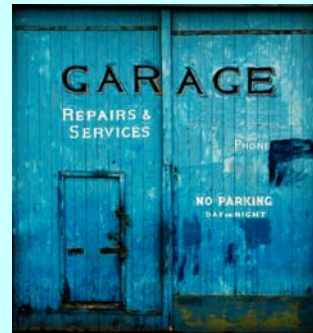
I have finalized "The Garage" workshop and it is the most exciting program we have ever developed. We will be reviewing every facet of what it takes to develop and manage a highly profitable "Garage" within a dealer service department. This includes developing a step-by-step customized installation process to begin your Garage installation immediately.

At the end of this unique session, every participating manager will have gained a thorough understanding of the Aftermarket function, why it attracts so much of the service business, and how a car or truck dealer can successfully compete with the independents.

There are identifiable reasons why the Aftermarket captures 80% of the service business, while dealer generate 100% of the opportunity. We will examine closely the mistakes dealers make consistently, which drive consumers away, just when vehicle service is beginning to be a profitable venture.

Ed Kovalchick, CEO

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Nuts & Bolts

We will be together for three intense days, and we typically get a visit from some successful independent shop owners too!

Aftermarket presenters will bring us up-to-date on the parts demands and availability on older vehicles, as well as pricing and incentives. These are parts not stocked at dealers, and not always available through the manufacturer. We will provide you with valuable information about setting up DMS sources to effectively manage these items.

We will also examine the remanufactured component industry and the items demanded by many Fleet owners. This area can be one of the most profitable for parts.

We will provide you with the repair resources you need to repair other makes and models, as well high mileage vehicles of your franchise.

Objectives - Agenda - You Will Learn - Location Scroll Down

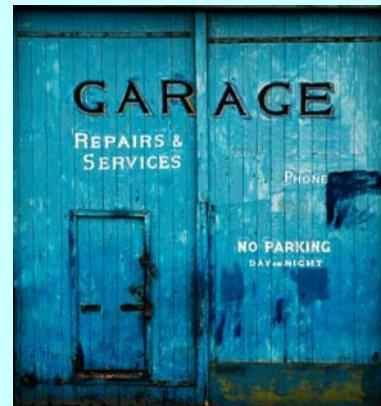




"The Garage" - Workshop Objectives

"The Garage" will have many positive effects on the entire organization.

- 1 Increase Fixed Absorption - Decrease Expense Burden Per Vehicle Sold
- 2 **Increase Service Market Penetration**
- 3 Increase Service Customer Retention
- 4 **Create Additional New & Used Vehicle Sales**
- 5 Increase Service Department Profits
- 6 **Increase Parts Department Profits**
- 7 Increase Customer Loyalty
- 8 **Increase Customer Referral Business**
- 9 Create Fleet Customer Relationships
- 10 **Improve The Company Reputation**
- 11 Increase Employee Income
- 12 **Decrease Employee Turnover**



In the past, car and truck dealers relied on the stability of the service and parts departments to pay all the company expenses. Today, that need is greater than ever. This workshop will reveal what it takes to build a dealership that doesn't just rely on the fickle sales market.

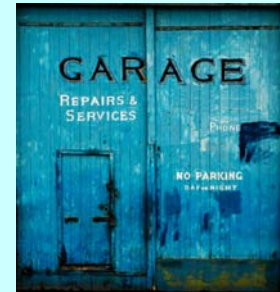
**Agenda
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"The Garage" Agenda

- 1 History Of Dealership Service & Parts
 - 2 **The Concept Of Fixed Absorption And Its Role In Overall Profitability**
 - 3 History Of Independent Garages
 - 4 **Profiles Of Successful Independent Shops**
 - 5 Independent Garage Associations & Affiliations
 - 6 **Aftermarket Market Size, Specialties, & Availability**
 - 7 Aftermarket Training Options
 - 8 **Aftermarket Parts Support - A Look At Suppliers**
 - 9 Assessing Your Current Facility - Capability Vs Utilization
 - 10 **Identifying Your Current Service Market Penetration & Availability**
 - 11 Assessing Your Current Technical Staff Vs The Garage
 - 12 **Assessing Your Current ASM Staff Vs The Garage**
 - 13 The Service Manager's Role in creating a successful "Garage"
 - 14 **The Parts Manager's Role in creating a successful "Garage"**
 - 15 Developing The Perfect Dealer Organizational Structure To Include The Garage
 - 16 **Payplans & Budgets Related To The Garage Concept**
 - 17 Identifying & Marketing To Your Available Service Market Including Fleets
 - 18 **Profile Of A Successful Outside Fleet Sales Representative**
 - 19 Financial Performance Expectations Related To Development Of The Garage
 - 20 **Development Of The Short, Medium, & Long Range Visions Of The Garage Concept**
 - 21 Marketing Concepts To Attract Your Own Used Car UIO
 - 22 **Internal Labor Rates & Parts Markups - Best Practices**
 - 23 Estimating The Big Jobs - Presenting Alternatives
 - 24 **Step By Step Development Of Your Individual "Garage" Business Plan**
- Bonus: Assessing Your Current Profit Opportunities**




You Will Learn
Scroll Down



You Will Learn In "The Garage" Workshop



- 1 How Independent Shops Get 10 to 15% More Than Dealers On Parts Margins
- 2 **How Independent Shops Attract Dealer Customers**
- 3 The Techniques Independent Shops Use To Create Absolute Customer Loyalty
- 4 **Why Independent Shops Enjoy 3 To 4 Hours Per Repair Order**
- 5 How Independent Shops Compensate Technicians
- 6 **The Methods Independent Shops Use In Repair Order Write-up**
- 7 How Independent Shops Tap Into Exact Factory Maintenance
- 8 **When Independent Shops Use Factory Parts**
- 9 How Independent Shops Approach The Fleet Business
- 10 **The Financial Strategies Used In Structuring An Independent Shop**



Note: To participate you must bring a laptop, power cord, and mouse, including Microsoft Excel & Word. Most of the information you will need to begin installing your "Garage" will provided using these formats. Wireless Internet will also be available.

Most cities have laptop rental agencies if needed.



**Location
Scroll Down**



"The Garage" Workshop - Location



Meeting Hotel:

Comfort Inn & Suites

2235 Pelham Parkway , Pelham, AL, US, 35124

Phone: (205) 982-1999

<http://www.comfortsuites.com/hotel-pelham-alabama-AL276>

Past the above address into your browser

Discount Rate:

When you register, ask for the Net Profit special rate of \$89 per night.

