



450, 451, 452

**FIXED OPS NUMBERS
FOR SERVICE ADVISORS**

STEVE SHAW UNIVERSITY

esqu



SALES

PAY TYPES

WARRANTY

INTERNAL

CUSTOMER PAY



SALES

CUSTOMER PAY TYPES

COMPETITIVE

MAINTENANCE

REPAIR



SALES

FLAT RATE HOURS (FRH)

.1 .2 .3 .4 .5 .6 .7 .8 .9 1.0



SALES

LABOR RATE

WARRANTY

INTERNAL

CUSTOMER PAY

POSTED RATE

COMPETITIVE RATE

MAINTENANCE RATE

REPAIR RATE



WORK MIX

WARRANTY \$

+

INTERNAL \$

+

CUSTOMER \$

=

WARRANTY %

W \$ % TOTAL =

INTERNAL %

I \$ % TOTAL =

CUSTOMER %

CP \$ % TOTAL =



CUSTOMER PAY WORK MIX

COMPETITIVE \$

+

MAINTENANCE \$

+

REPAIR \$

TOTAL

COMP % COMP \$ / TOTAL \$ = %

MAINT % MAINT \$ / TOTAL \$ = %

REPAIR % REPAIR \$ / TOTAL \$ = %



SALES

HOW ARE SALES CALCULATED

LABOR RATE X FRH

$$\underline{\hspace{2cm}} \quad \mathbf{X} \quad \underline{\hspace{2cm}} \quad = \quad \underline{\hspace{2cm}}$$

EXAMPLE

$$\mathbf{ENGINE REPAIR RATE} \quad \underline{\hspace{2cm}} \quad \mathbf{X FRH} \quad \underline{\hspace{2cm}} \quad = \quad \mathbf{\$} \quad \underline{\hspace{2cm}}$$

$$\mathbf{BRAKES MAINT RATE} \quad \underline{\hspace{2cm}} \quad \mathbf{X FRH} \quad \underline{\hspace{2cm}} \quad = \quad \mathbf{\$} \quad \underline{\hspace{2cm}}$$

$$\mathbf{OIL CHANGE COMP RATE} \quad \underline{\hspace{2cm}} \quad \mathbf{X FRH} \quad \underline{\hspace{2cm}} \quad = \quad \mathbf{\$} \quad \underline{\hspace{2cm}}$$

$$\mathbf{TOTAL FRH} \quad \underline{\hspace{2cm}} \quad \mathbf{TOTAL \$} \quad = \quad \underline{\hspace{2cm}}$$



SALES

EFFECTIVE LABOR RATE

TOTAL SALES

%

TOTAL FRH

EFFECTIVE LABOR RATE

TOTAL SALES % TOTAL FRH = ELR



PARTS SALES

PART SALE PRICE

PARTS TO LABOR RATIO

LABOR TO PARTS



2

GROSS PROFIT

$$\text{SALES} - \text{TECH COST} = \text{GROSS PROFIT}$$

$$\$100 - 30 = \$70 \text{ GP}$$

$$\$100 - 15 = \$85 \text{ GP}$$

$$\underline{\hspace{2cm}} - \underline{\hspace{2cm}} = \underline{\hspace{2cm}} \text{ GP}$$

GROSS PROFIT PERCENTAGE (%)

$$(\text{SALES} - \text{COS}) / \text{SALES} = \text{GP \%}$$

$$(\$100 - \$30) / \$100 = 70\%$$

$$(\$ \underline{\hspace{2cm}} - \$ \underline{\hspace{2cm}}) / \$ \underline{\hspace{2cm}} = \underline{\hspace{2cm}} \%$$



PARTS GROSS PROFIT

PART SALE - PART COST = PART GP \$

PARTS GROSS PROFIT %

(PART SALE - PART COST) / PART SALE



PARTS PRICING

COST + _____

COST + **%** _____

COST + **MATRIX**

MATRIX

STANDARDS **GP %** _____



KEY PERFORMANCE INDICATORS

TOTAL SALES

TOTAL GROSS

ELR

HOURS PER RO

\$ PER RO



HOURS PER RO

OF RO WRITTEN

OF FRH PAID

%

= HOURS PER RO

IMPROVEMENT



DOLLARS PER RO

TOTAL # OF LABOR SALES = \$ _____
%

TOTAL # OF RO'S WRITTEN = _____

DOLLARS PER RO _____

IMPROVEMENT



TOTAL LABOR SALES = _____

TOTAL FRH [%] = _____

EFFECTIVE LABOR RATE = _____

IMPROVEMENT



IMPROVEMENT

ELR = SALES % FRH =

DISCOUNTS _____

WORK MIX (CP) _____

DOES TECH PAY EFFECT ELR RATE?

Y / N

DOES TECH FRH EFFECT ELR RATE?

Y / N



MPI KPI

MPI

OP CODE PENETRATION

TECH COMPLETION

MPI SALES PENETRATION

CLOSING RATIO

IMPROVEMENT



3

TECHNICIAN KPI

PRODUCTIVITY

EFFECIENCY

PROFECIENCY

IMPROVEMENT



SERVICE ADVISOR EXPENSE MGMT

POLICY

RENTAL CAR / OTHER

IMPROVEMENT



SERVICE ADVISOR PRODUCTION MGMT

1/4 TIME

PRE-AUTHORIZATION

CUSTOMER CONCERN DESCRIPTIONS

IMPROVEMENT



MY PAY PLAN

SALARY

HOURLY RATE

TOTAL SALES

_____ X _____ % = _____

TOTAL GROSS

_____ X _____ % = _____

CSI ADD

_____ X _____ % = _____

HOURS PER

\$ PER

ELR

OTHER

OTHER

TOTAL PAY \$ _____



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