

FIXED OPS NUMBERS
FOR SERVICE ADVISORS

STEVE SHAW UNIVERSITY







PAY TYPES

VARRANTY			
			_
NTERNAL			
			_
CUSTOMER PAY	1		



CUSTOMER PAY TYPES

OMPETITIVE			
MAINTENANCI	Ē		
REPAIR			



FLAT RATE HOURS (FRH)

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



LABOR RATE

WARRANTY		_
INTERNAL		_
CUSTOMER PAY _		
POSTED RATE		_
COMPETITIVE RATE		_
MAINTENANCE RAT	E	_
REPAIR RATE		_



WORK MIX

WARRANTY S

INTERNAL S

CUSTOMER S

_	
+	

WARRANTY % W \$ % TOTAL = INTERNAL %

IS % TOTAL =

CUSTOMER % CP \$ % TOTAL =



CUSTOMER PAY WORK MIX

COMPETITIVE \$	
MAINTENANCE \$	+
REPAIR \$	+
TOTAL	



HOW ARE SALES CALCULATED LABOR RATE X FRH

_____X ____=

EXAMPLE

ENGINE REPAIR RATE ____ = \$ ____

BRAKES MAINT RATE _____ X FRH ____ = \$ ____

OIL CHANGE COMP RATE X FRH = \$ ____

TOTAL FRH _____ TOTAL \$ = _____



EFFECTIVE LABOR RATE

TOTAL SALES TOTAL FRH EFFECTIVE LABOR	% RATE	
TOTAL SAL	ES %	TOTAL FRH = ELR



PACE

TOTAL SALES / DAY OF MONTH X TOTAL DAYS

0/0	X
= PACE	



PARTS SALES

PART SALE PRICE			
PARTS TO LABOR RATIO			
I ADAD TA DADTO			



NOTES





GROSS PROFIT

(COS)
SALES - TECH COST = GROSS PROFIT

$$$100 - 30 = $70 GP$$

GROSS PROFIT PERCENTAGE (%)

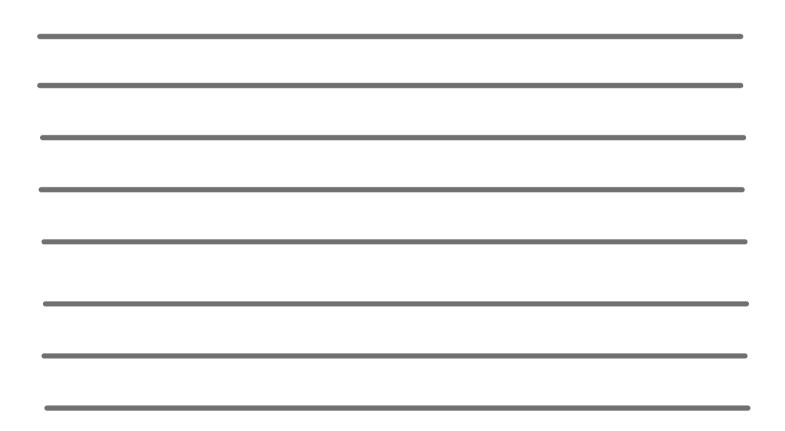


PARTS GROSS PROFIT

PART SALE - PART COST = PART GP \$

PARTS GROSS PROFIT %

(PART SALE - PART COST) / PART SALE





PARTS PRICING

COST **COST** 0/0 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	0/0
= HOURS PER RO	
IMPROVEMENT	



DOLLARS PER RO

TOTAL # OF LABOR SALES	3 = \$
	0/0
TOTAL # OF RO'S WRITTEI	=
DOLLARS PER RO	
IMPROVEMENT	



ELR

TOTAL LABOR SALES	
TOTAL FRH	=
EFFECTIVE LABOR RATE	=
IMPROVEMENT	



IMPROVEMENT

ELU = 241E2 A0 LUU =	
DISCOUNTS	
WORK MIX (CP)	
DOES TECH PAY EFFECT ELR RATE?	Y/N

DOES TECH FRH EFFECT ELR RATE? Y / N

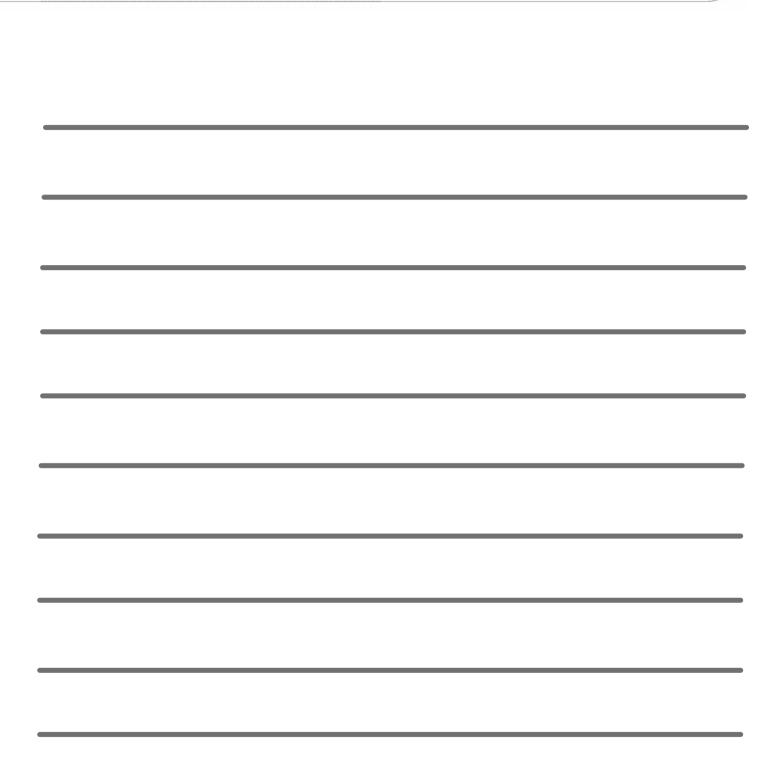


MPI KPI

MPI	
OP CODE PENETRATION _	
TECH COMPLETION _	
MPI SALES PENETRATION	
CLOSING RATIO	
IMPROVEMENT	



KPI NOTES







TECHNICIAN KPI

PRODUCTIVITY	_
EFFECIENCY	
	_
	_
PROFECIENCY	_
	_
	_
MPROVEMENT	_
	_



SERVICE ADVISOR EXPENSE MGMT

POLICY	_ _
RENTAL CAR / OTHER	
IMPROVEMENT	_



SERVICE ADVISOR PRODUCTION MGMT

1/	4 TIME
PF	RE-AUTHORIZATION
CU	ISTOMER CONCERN DESCRIPTIONS
IM	IPROVEMENT



MY PAY PLAN

SALARY HOURLY RATE 0/0 **TOTAL SALES** 0/0 X **TOTAL GROSS** 0/0 **CSI ADD HOURS PER S PER ELR OTHER OTHER** TOTAL PAY



IMPROVEMENT NOTES



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