

ARE YOU PICKING YOUR LOW HANGING FRUIT?

Maximizing your technology investment and getting your tangible ROI

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**WHY STRUGGLE WHEN YOU CAN
PICK LOW HANGING FRUIT?**

AGENDA

- 1:** Unlock the secrets of successful dealerships
- 2:** Identify ways to avoid “lost money”
- 3:** THREE things you can do tomorrow to grow

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BUT FIRST, A QUICK INTRODUCTION...



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WHAT DO YOU MEAN “LOW HANGING FRUIT?”



Some Examples:

DOC
Service Estimates
Purchase Orders

Some dealerships may be using some or all of these tools, **but why isn't everyone?**

ONE POSSIBILITY? OLD SCHOOL THINKING...



A paved road with yellow double lines leading into a forest. The road is in the foreground, and the forest is in the background. The text "OK, SO NOW WHAT?..." is overlaid on the image.

OK, SO NOW WHAT?...

THINK LIKE A CONSULTANT...

Follow a process:

1. Assess
2. Observe
3. Recommend

1

ASSESS

READ YOUR **DMS BILL**



1

ASSESS

PULL KEY REPORTS



1 ASSESS

LOOK FOR **WARNING SIGNS**





2

OBSERVE

1. Are you actually USING it?
2. What's the customer's experience like?
3. Is your team trained well enough on the tools and processes?

2 OBSERVE

WHAT'S THE **CUSTOMER EXPERIENCE?**

Waiting? Communications?

2

OBSERVE

IS YOUR TEAM **WELL TRAINED?**

Electronic scheduling?

Reminders?

Electronic dispatch?

SOME EASY TO IMPLEMENT STRATEGIES



Follow up on declined work

Follow up with SOR customers for installation

Have sales contact out of warranty customers

3 RECOMMEND

**30-60-90 PLANS:
CRAWL, WALK, THEN RUN**

3 RECOMMEND

30-DAY PLAN

30 Day: Daily Reports

Tech efficiency, DOCs, Service Sales Analysis, Expense Reports

3 RECOMMEND

60-DAY PLAN

60 Day: Dig Deeper

Tech Efficiency, DOCs, Service Sales Analysis



RECOMMEND

90-DAY PLAN

90 Day: Key Manager Follow Up Assignments

Expect What You Inspect, Revisit 30-Day Goals

THANK YOU



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