

SSA Return on Investment

Here's what the ROI looks like at **\$145 per month cost** (assuming 2 service advisors and 20 working days):

Monthly program cost: \$1450 per month divided by 10 shops (25 total participants) = \$145/mo/shop

Break Even Analysis: $\$145 \div 2 \text{ service advisors} \div 20 \text{ working days} = \3.63 increase in revenue each day to break even.

$\$3.63 \div \$100 \text{ per hour labor rate} = 0.04$ hours per day of labor sales increase per service advisor to break even!

If a shop increases customer labor sales by 0.5 hours (on average) per repair order, and closes 10 repair orders each day: $0.5 \text{ hr/RO} \times \$100/\text{hr} \times 10 \text{ RO's/day} \times 50 \text{ weeks/yr} = \text{increase of } \$125,000 \text{ in labor dollars (}\$250,000 \text{ in total revenue assuming a rough 50/50 labor to parts revenue ratio)}$.

ROI at \$300 per month cost (5 shops splitting \$1450):

Monthly program cost: $\$300 \div 2 \text{ service advisors} \div 20 \text{ working days} = \7.50 increase in revenue each day to break even.

Break Even Analysis: $\$7.50 \div \$100 \text{ per hour labor rate} = 0.08$ hours per day of labor sales increase per service advisor to break even! (Yes, that's 4.8 minutes a day more they have to sell! Or 2.4 minutes or labor more if we include the parts revenue!)

Testimonials

From this week (Darrin Barney of Barney Bros. Service and Off Road):

I had to share a "win" that we had last week. We had all of our staff sign up and attend a two-night customer service class. (Even the technicians!!). It was awesome! Everyone participated and showed up for both nights. I personally like the in-person classes the best. It allows a good teacher to tailor his/her teaching to match the room. Example; With my tech's in the room our presenter (Greg Marchand) was able to bring the customer service side of things to them and help them to understand how the front see's things. In turn we were able to see things from the back side as well. We have attended quite a few of his classes and are always amazed at his insights and teaching style. He teaches a really good class on increasing communication between service writers and technicians. Two of my guys went to this class at this year's ASA Colorado's summit and really came back on fire.

Other Testimonials:

"This sales course teaches all the right techniques and strategies to win over customers trust and create higher sales. The response from my Service Manager and Service Consultants was extremely positive and their confidence was boosted after the first session alone. They are very excited to continue!"

Brad Pellman, Pellman's Automotive, Boulder, Colorado

"This program (class) will get you and your service department started on creating lifelong relationships versus just order taking from customers."

Judi Haglin, Haglin Automotive, Boulder, Colorado