

2008 Dealership On-Site Consulting Services

Consulting visits are designed specifically for your dealership. Based on discussions with you prior to their visit, the consultant(s) will determine your dealership's needs and customize the visit accordingly. All consultants will share tools and best practices for the affected profit center. Action Plans for the affected department(s) will be prepared in consultation with the owner/department manager.

General Services Available For Each Profit Center

Overall Dealership

- Needs Assessments for each department
- Action Plans for departmental improvement
- Improving employee retention
- Roles and responsibilities (job descriptions)
- Improving dealership communications
- Compensation discussions and planning for all departments
- Departmental and individual goal setting
- Financial Management:
 - Establishing/defining 5 Profit Center accounting system
 - Dealer management software set-up and assistance
 - Understanding financials
 - Sharing financial reports throughout the management team
 - Applying financial data to manage the departments and dealership
 - Departmental budgeting
- <NEW> Data Management System set-up, analysis and support
 - Our DMS consultants are intimately familiar with most popular DMS software including LightSpeed, QuickBooks and many others
 - Special rates are available for remote support

Sales

- Daily Planning
- Sales Management training:
 - Recruiting
 - Hiring
 - Training
 - Motivating
 - Retaining
 - Prospecting for additional customers
- Establishing and implementing structured sales processes
- Salesperson training
- Growing the pre-owned profit center
- Sales and advertising planning, forecasting and budgeting
- Benchmarks and measurements

Finance & Insurance

- F&I products training
- Implementing a formalized F&I sales process
 - Sales worksheet
 - Insurance quotes
 - “Menu” selling
 - Credit bureaus
- Developing Sales/F&I goals
 - F&I benchmarks
 - Profitability analysis
 - Establishing goals for each key measure
 - Follow-up routines for missed opportunities (e.g. ESP or prepaid maintenance)
- F&I Log Review – Management Aspects

Service

- Building and managing an effective Service Department
- Maximizing technician efficiency
- Evaluating performance
- Benchmarks and measurements
- Allocating resources
- Scheduling
- Compensation and incentive plans
- Service P&L structure
- Menu selling
- Promoting and selling service

Parts and Accessories

- Parts
 - Parts department efficiency analysis
 - Proper procedures for service parts
 - Proper use of bin locations
 - Inventory practices
 - Cycle counting
- Accessories and Clothing
 - Effective clothing and accessory displays
 - Proper clothing and accessories merchandising
 - Square footage profitability analysis
 - Benchmarks and measurements
 - Clothing/Accessories Specialist training
 - Using a structured sales process

For further information contact:

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