



Take Advantage of this Dealer Institute Custom Offering:

SERVICE MANAGEMENT & MARKETING

Customized & Installed at YOUR Dealership



Highlights:

100% technician labor accountability

- Increased Labor Sales

Proactive management of technician hours of inventory

- Increased Labor Sales
- Higher Productivity and Service Profitability

Higher Technician Recovery Rates

- Increased Service Profitability

Value Added Work Order Documentation

- Reduced Work Order Write Offs
- Improved Customer Satisfaction
- Increased Labor Sales
- Enhanced Service Profitability
- Higher Absorption

Systematic and Proven "Value Added" On Farm Marketing Process

- Stronger Customer Loyalty
- Increased Customer Labor and Parts Sales
- Higher Gross Margin Dollars
- Increased Parts & Service Profitability
- Enhanced Parts & Service Absorption

Team "ACTION PLAN" Development

- Support Dealership Team Continued Utilization Of Installed Service Management and Marketing Processes

Follow - Up Support By WEDA Service Management and Marketing Specialist

- Helps keep Dealership Team Focused On Proper Use of Installed Processes To Ensure Maximum Profitability Level Is Achieved!

Add **\$100,000** or more
to your service department bottom line.

This "on-site" service management and marketing package is designed to significantly increase:

- dealership parts sales
- customer and warranty labor sales
- service department gross margin dollars
- parts and service profitability
- aftermarket absorption

through the installations of **proven and specialized** service management and marketing processes.

Service departments are at varying levels of development and therefore require installation of **the right** service management and marketing processes in order to achieve the highest levels of service profitability. This package is designed to support the installation of **the right** processes identified through an in-depth analysis included in this specialized package. **Service processes are tailored to the individual needs of each service department.**

It's not the typical consulting firm "accounting package" designed to move dollars internally from one department to another through creative accounting. Or, to generate dollars without cash flow. It's a comprehensive and tailored service management and marketing package designed to generate **profit** with cash flow to the bottom line by installing service management and marketing processes based on individual service department needs.

Contact Christina Farmer at
cfarmer@westerneda.com or call
800-762-5616



WESTERN
Equipment Dealers Association

Package Outline:

Day 1:

- Detailed analysis of service department income statement, service management, and service marketing processes to identify key areas for improvement.
 - Objective: Determine what specialized and proven processes are required to substantially increase service profit.
- Install process for proactively managing technician hours of inventory to maximize revenue/billed hours.
 - Objectives: Increased customer and warranty labor sales, department productivity, service, and parts profitability.

Day 2:

- Train technicians on creating value added work order repair stories to promote a high level of customer satisfaction.
 - Objectives: Increased customer confidence, reduced work order write offs, increased customer & warranty labor sales and enhanced service profitability.
- Install specialized and proven service management processes required to capitalize on areas for improvement identified in the detailed service analysis conducted on day one.
 - Objective: Substantial service profitability increase.

*Note: The installation of specialized, proven, and customized service management/marketing processes will vary from one dealership service department to another. This is due to the varying levels of service department development, and the results of the detailed service department analysis completed on day one.

Day 3 & 4:

- Develop team service department action plan.
 - Objective: Continued dealership utilization of installed and proven service management and marketing processes designed to achieve substantial and continuous service profitability growth.
- Specialized value-added “on-farm” service marketing training for service manager or marketing support employee. Includes 5 to 6 on-farm customer support visits (approximately 3 per day) to train your service marketing employee, or employees, on a systematic and proven on-farm marketing process regarding how to ask for the business and close the sale. Also includes converting existing dealership marketing promotions and inspections into value-added promotions.

Expected Results:

Increased customer and warranty labor sales, parts sales, dealership cash flows, parts & service profitability and customer satisfaction.



Gary Keene's

Service Management & Marketing Experience

Manufacturer Service Expert—26 years

- Over 26 years of specialized service management and marketing knowledge and experience with John Deere Company.
- Led the development, implementation and continuous improvement of a progressive, customer focused John Deere world class dealer service management and marketing system.
- Provided worldwide service management and marketing support to dealers and company personnel.
- In depth knowledge and experience supporting dealers with the development and standardization of multi store service organizations.
- Identified and evaluated management and marketing trends and developed new service processes to support and capitalize on these trends.
- Recognized throughout John Deere Company, and by many equipment dealers as the service management and marketing expert.
- Assisted hundreds of dealers in North America successfully with upgrading their service management and marketing capabilities to achieve greater levels of profitability and customer satisfaction.
- Assisted many service managers with minimizing aging work in process, greatly improving cash flow.

Service Department Consultant—9 years

- Following John Deere retirement, consulted with many dealers of all brands throughout North America, assisting them with improving their service and parts profitability, absorption rates and levels of customer satisfaction.
- Spent over 75% of his 40-year career assisting dealers with **on-site, hands-on** profitable service department development.
- Worked with many dealership parts managers, service managers, and other aftermarket personnel to provide on-farm training. This included a proven and systematic marketing approach to support asking for the business and closing the sale.

Corporate Service Manager at a Dealership in Missouri—5 years

Dealer Institute Trainer—1 year

- Currently presenting Service Management and Marketing Seminars, and installing on-site Service Management & Marketing packages with Dealer Institute.

