

Class: ATD 039  
Andrew O'Donnell



#### Advertising/Merchandising:

Valley Truck Centers uses various forms of advertising. From radio to strategically placed billboards in our AOR. Valley Truck Centers also offers multiple service specials via internet and print. In our Service Department, we offer menu style pricing to drive in work from competition in our AOR.

Marketing: We aim to market at both our current customers, and competitors customers. We have multiple specials posted on various platforms.

## Service Offers

MOTORCRAFT® TESTED TOUGH® MAX BATTERIES STARTING AT \$129.95 MSRP\*

With 100-month warranty.

Coupon Code: BT09

Expires

12-31-2018

Offer Disclosure

[View Details](#) [See All Offers](#) [Print](#)



BUY FOUR SELECT TIRES, GET A \$70 REBATE BY MAIL.\*

On these name brands: Goodyear, Dunlop, Michelin,® Hankook, Continental, Pirelli,® Bridgestone, Yokohama,® Nitto

Coupon Code: TR99

Expires

12-31-2018

Offer Disclosure

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## MOTORCRAFT® COMPLETE BRAKE SERVICE \$179.95 OR LESS\*

- Brake pads or shoes
- Machining rotors or drums
- Labor included

Coupon Code: BR46

Expires

12-31-2018

Offer Disclosure

[View Details](#) [See All Offers](#) [Print](#)



## LOW PRICE TIRE GUARANTEE\*

Why buy tires anywhere else, when your Ford Dealer offers all of this:

- 14 major brands
- 30-day price guarantee
- All makes and models

Coupon Code: TR01

Expires

12-31-2018

Offer Disclosure

[View Details](#) [See All Offers](#) [Print](#)

**LOW PRICE  
TIRE  
GUARANTEE**

HAVE YOUR BRAKES INSPECTED. FREE.\*

Performed by an expert technician.

Coupon Code: BR13

Expires

12-31-2018

Offer Disclosure

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HAVE YOUR BATTERY TESTED. FREE.\*

Be sure you have the starting power you need.

Coupon Code: BT03

Expires

12-31-2018

Offer Disclosure

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BUY FOUR SELECT TIRES, GET A \$70 REBATE BY MAIL. PLUS, GET ANOTHER \$70 WHEN YOU USE THE FORD SERVICE CREDIT CARD.\*

On these name brands: Goodyear, Dunlop, Michelin,® Hankook, Continental, Pirelli,® Bridgestone, Yokohama,® Nitto

Coupon Code: SP46

Expires

12-31-2018

Offer Disclosure

[View Details](#) [See All Offers](#) [Print](#)



MOTORCRAFT® BRAKE PADS INSTALLED \$99.95 OR LESS\*

Coupon Code: BR01

Expires

12-31-2018

Offer Disclosure

[View Details](#) [See All Offers](#) [Print](#)



# MOTORCRAFT® TESTED TOUGH® PLUS BATTERIES \$99.95 MSRP\*

With 84-month warranty.

Coupon Code: BT01

Expires

12-31-2018

## Current Training Certifications:

Our dealership is an Elite Support Certified Dealership. This means that the technicians are receiving continuous training from Freightliner. Our technicians are Detroit Axle/Transmission certified. The main focus of being an Elite Certified Dealer is continuous improvement.

At Valley we offer compensation for each course successfully completed by our techs. We do this in an effort to increase web certification.

## Pay Plans:

Service Manager/Advisor pay plans are salaried positions. They are also performance-centric. There are bonuses for when they reach their objectives.

Techs are paid by the hour. Their hourly pay is determined by skill level and experience.

I would not make any changes to our current pay plans. I feel that they are effective and fair.

## Organization and Production Methods:

### Service Tracking Scorecard:

	Objective	Short Term Goal	October Goal	Sept. 2018	Sept. Daily Average	Oct. MTD	6 Month Avg.	12 Month Avg.
Labor Sales	\$ 280,000.00	\$ 230,000.00	\$ 206,000.00	\$ 185,754.85	\$ 9,776.57	\$ 66,503.99	\$ 181,568.04	\$ 180,726.76
Gross Profit	\$ 215,000.00	\$ 172,000.00	\$ 152,000.00	\$ 137,088.16	\$ 7,215.17	\$ 48,465.67	\$ 130,399.82	\$ 130,484.19
Gross Margin	76.79%	74.78%	73.79%	73.80%	73.80%	72.88%	71.82%	72.20%
RO Count	500	400	370	355	19	130	331	328
Clocked Hours	3000	2500	2240	1979.07	104.16	722.33	2093.82	2154.10
Sold Hours	2580	2120	1900	1717.66	90.40	601.32	1688.44	1683.54
Shop Efficiency	86%	85%	85%	87%		83%	81%	78%
ELR	\$ 108.53	\$ 108.49	\$ 108.42	\$ 108.14		\$ 110.60	\$ 107.54	\$ 107.35
Tech ELR	\$ 93.33	\$ 92.00	\$ 91.96	\$ 93.86		\$ 92.07	\$ 86.72	\$ 83.90
Policy/Goodwill (INTS)	\$ (1,000.00)	\$ (1,000.00)	\$ (3,000.00)	\$ (7,009.93)		\$ (3,500.00)	\$ (4,761.29)	\$ (3,673.78)
# of Flat Rate Techs	20.00	18.00	16.33	15.00		16.50	14.25	13.67
Gross per Tech	\$ 10,750.00	\$ 9,555.56	\$ 9,308.02	\$ 9,139.21		\$ 2,937.31	\$ 9,150.86	\$ 9,547.62
Avg Cost per Tech Hour	\$ 21.67	\$ 23.20	\$ 24.11	\$ 24.59		\$ 24.97	\$ 24.44	\$ 23.32
Lost Hours x ELR	\$ 45,581.40	\$ 41,226.42	\$ 36,863.16	\$ 28,269.96		\$ 13,383.30	\$ 43,592.89	\$ 50,513.51



# **Service Lost Sales Process**

## **Criteria 2.4.3**

1. Service Advisor provides Customer quote (see approval process)
2. Service Advisor notes declined repairs in SDL, and on customer RO quote
3. Service Advisor enters declined estimates on invoice in story
4. Approved repairs are made to truck
5. Customer re-delivery process takes place
6. Customer signs invoice
7. Customer leaves with a smile
8. Service Manager, Fixed Operations Director review Lost Sales weekly in SDL

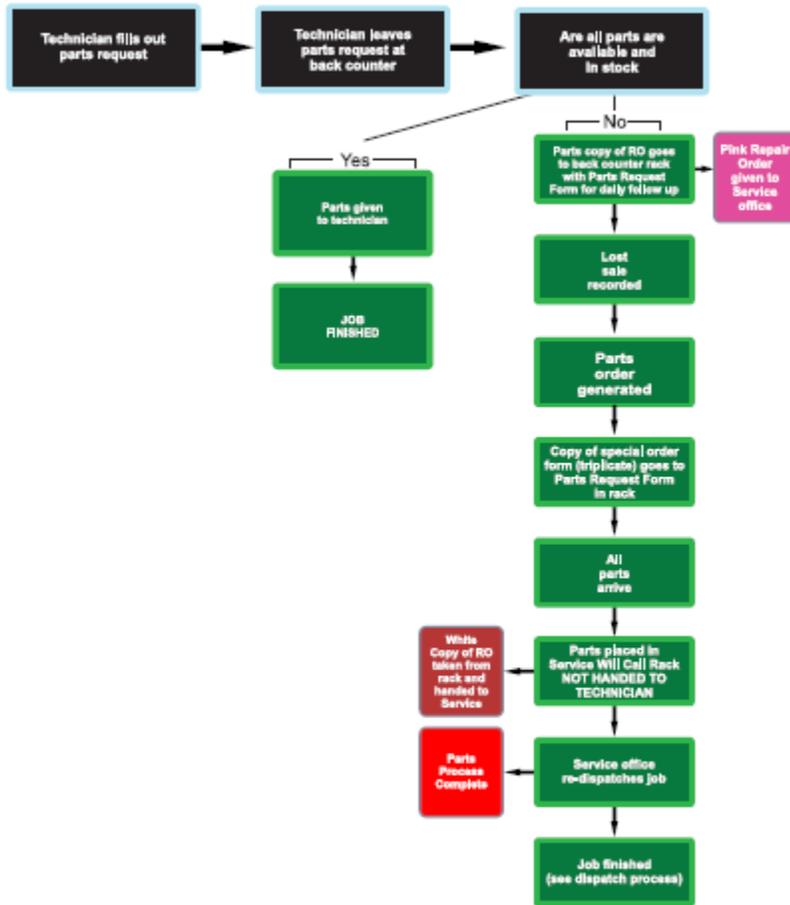
## Repeat Repair Process

### Criteria 2.4.3

- ➔ Acknowledge the repeat repair and advise the customer the unit will get express priority
- ➔ Check the repair history of vehicle
- ➔ Review repair order notes and print copy of repair order
- ➔ Involve technician from original repair
- ➔ Write a repair order and place in Express Assessment rack
- ➔ Advise the shop Foreman of repeat repair and document it on repair order
- ➔ Verify the concern is the same as the previous repair
- ➔ If not, assist the technician to complete the repairs
- ➔ If repaired, perform quality control inspection to verify the concern is no longer present
- ➔ If vehicle still displays concern, start with advance diagnostic procedures
- ➔ Work with technician on each step of diagnosis
- ➔ Once verified, work with the technician to properly repair vehicle
- ➔ Perform quality control inspection to verify concern is no longer present
- ➔ Ensure repair story is properly written and time is documented in compliance with Warranty Policies and Procedures
- ➔ Road test by shop Foreman utilizing quality control inspection form
- ➔ If an issue or omission is discovered, the technician rectifies and advisor notes in the log (see Comeback Log)
- ➔ When log is complete at end of month, Service Manager, Fixed Operations Director, and GM review to detect and rectify trends
- ➔ Coaching and/or mentor sessions are held when trends are discovered either individually or system-wide



## Service Parts Request Process



Revision Level 4-18

Condition of Special Tools and Test Equipment:

Valley keeps the special tools up to Elite Status standards in a caged room. The tools are monitored by the Service Department.





### Strengths

- Strong Brand
- Management
- Solid Reputation
- Certified Technicians
- Large shop

### Weaknesses

- Could use more technology
- Some disorganization
- Parts Availability
- Backlog of work

- Elite Support Certified
- Senior Service Advisors
- Solid Support Staff

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### Opportunities

- Fleet Service Work
- Hire more techs
- Saturday Shifts
- More parts available

### Threats

- Competitive Market
- Losing Techs
- Backlog
- Comebacks