



Week 3 Fixed Operations 2 (Service)

Dealer Survey Process

This document will describe how to fill out the Dealer Survey.

Student Instructions

This document contains everything needed to complete your survey.

Instructions for Non-Dealer (Independent Store) Survey

1. The non-dealer survey is on next page or [by clicking here](#).
2. Now create a vehicle that you sell.
3. A 2012 whatever it is with mileage out of warranty.
4. Down the left side list all of the non-dealer competitors in your area (Goodyear, Firestone, Jiffy Lube, etc.).
5. Have someone call and say they are thinking about buying this vehicle but they need to know their future maintenance cost.
6. It is imperative that the person making the call write down the time, date and to whom they spoke.
7. Once the data is obtained, total the columns down and divide by the numbers of independents called.
8. Now ask your service manager for your price on the same work.

Instructions for OEM Dealer Survey

1. The dealer survey is on the next page.
2. Fill in your dealership name in the first box to the left.
3. Then ask your service manager for your labor rates.
 - If he says just one then fill in the single rate column.
 - If he gives you multiple rates, then fill in the variable column.
 - Then ask him when he quotes a job to a customer, where does the labor time from.
 - That is the last column.

Bring the completed forms to class.

I hope this helps.



Non-Dealer Competitive Maintenance Pricing Summary Survey

- This survey is designed for independent, or non-dealer stores.
- Make sure to include parts and labor.

| Competitor Name | Lube, Oil & Filter | Cabin Filter | Balance Tires | Align Front End | Service A/C | Replace Front Disc Pads | Totals (Sum Rows) |
|-------------------------------------------|--------------------|--------------|---------------|-----------------|-------------|-------------------------|-------------------|
| Greg's Garage Frank Jan 26 10:44 | 69.99 | 100 | 90 | 102 | 138 | 500 | 909.99 |
| Pep Boys Steve Jan 26 11:17 | 100 | 49 | 105 | 110 | 155 | 210 | 729 |
| Christianson Auto Lance Jan 26 1:17 | 99 | 65 | 85 | 155 | 165 | 530 | 1099 |
| Arrow Automotive Carlos Jan 26 1:29 | 99.95 | 69 | 90 | 119 | 149 | 625 | 1151.95 |
| Co Auto Craig Jan 26 2:05 | 135 | 85 | 75 | 250 | 144 | 650 | 1339 |
| | | | | | | | |
| Competitor Averages | | | | | | | |
| My Dealership | 150 | 119 | 100 | 100 | 189.50 | 500 | 1158.50 |



Dealer Labor Rate Survey

Complete this survey if you have a dealer (OEM) store.

| Dealer | Labor Rate | | Flat Rate Time Standard |
|--------------------------------------------------|------------|-----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Single | Variable | |
| Dolan Toyota NICOLE JAN 24 3:15 | | C <u>200.23</u> W <u>180</u> M <u>150</u> R <u>-----</u> I <u>135</u> | <input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other |
| Mitsubishi Travis Feb 1st 11:10 | | C <u>165</u> W <u>142</u> M <u>----</u> R <u>165</u> | <input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other |
| Jeep Ben Feb 1st 12:55 | | C <u>159</u> W <u>164.59</u> M _____ R _____ I <u>135</u> | <input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other |
| Nissan Keoni Feb 1st 1:22 | | C <u>165</u> W <u>142.75</u> M _____ R _____ I <u>165</u> | <input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other |
| GMC Jeff Feb 1st 3:44 | | C <u>185.97</u> W <u>182.86</u> M _____ R <u>215 matrix</u> I <u>185.97</u> | <input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other |

Variable Rate Code(s):

C=Lowest, Most Competitive (ie., L.O.F., etc.)

W=Warranty

I= Internal

M=Maintenance Rate (Normal Factory Maintenance)

R =Highest, Repair Rate