



Des Moines Chapter

Why Price Doesn't Matter - The Truth About Labor Rates

presented in-person
by Ron Haugen

Labor is the one profit center that many owners, managers, and advisors struggle with. It is also the one profit center that we all need focus on, especially moving into the future. It is the remaining item that we sell that we are not competing with internet giants on. Amazon, Rock Auto, Ebay. None of them can ship a consumer a box of labor. How does our industry stack up against less skilled industries in labor? How many customers will I lose if I increase my labor rate? How often should I raise my labor rate? What is the difference between posted and effective labor rate? All of these questions and more will be answered. Did you know you do not have a labor rate? NO shop does. If you work on 4 or more cars a day this presentation will show you how to add \$15,000 of NET profit over the next 12 months without sacrificing any customers. The information and ideas in presented are real world, zero cost to implement, and have been used multiple times in the presenter's own shop as well as dozens of shops nationwide.

Come spend a few hours and make a few thousand dollars.



Tuesday, Sept. 8, 2020



6:30-9:00pm



Animal Rescue League
5452 NE 22nd Street
Des Moines, IA 50313

Members: \$59
Non-Members: \$99
includes dinner and training



UPCOMING EVENTS:

Tuesday, Oct 13, 2020:
Diagnostic Strategies based on Wiring Diagrams
Kevin Leiby via webinar

Tuesday, Nov 10, 2020:
How to Have a Discovery Conversation With Your Customer
Rick White via webinar

Thursday, Dec 10, 2020:
Holiday Happy Hour
Social Eats & Crafts

Register at mwaca.org/events

Questions? 816.413.9800