

POWERFUL SOLUTIONS

For maximum F&I profitability

More Perspective (to help get the point across)

It was nearly 30 years ago but, as well as memory serves, the weather was beautiful! It was late on a Saturday afternoon, and we were trying to get the inventory locked-up so we could cut loose at the end of a long week. Suddenly, a gentleman who almost had to have been hiding in the bushes, with his friend, pops-up out of nowhere... "What's the price of this car?!?" he demands.

Now, for some reason he struck me as more interested in amusing his companion with the tact he was directing at me, than in buying a vehicle. Who knows? Maybe I was just annoyed and getting the wrong vibe. Nonetheless, following my answer to his question, he continued with, "That's ridiculous... I know your Parts Manager... I'll buy it from him!"

(It is here that things become a little fuzzy about what happened next, but let's go with the following...)

As the two of them sauntered away, my antagonist was apparently satisfied with his mission to be the last one to conquer a Salesperson, that day. I'm quite certain the following sentiment must have remained unsaid, by myself, and left as only a thought... "No problem! He'll sell you the car in pieces, it'll probably cost over a million bucks, and you get to go home and put it all together... Sir."

I was recently reminded of this occurrence when speaking with a General Manager... Dan S.

Hat tip, Dan!

Dan had stepped into the office of one of his Business Managers as we were discussing some ideas for perspective we might share with our Guests. We reviewed how helpful, to the cause, we might find it to take photos while walking through the shop. I mentioned a "rolling-chassis" that I had seen, earlier in the week, at a different store. There it was, a late model full-size pickup truck, shorn with not much more than its wheels and tires. Practically the entire vehicle had been disassembled... "Holy smokes," I thought. "I can't even *imagine* how many hours of labor that must entail... and at \$_____ / hour, labor rate, the bill is going to be massive!"

Dan responded by explaining that these cars are "hand-built" following such a tear-down... and that is *after* they are "hand-unbuilt", leading up to this point!



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(Knowing Rolls-Royce hand-builds their vehicles, this led me to a quick internet search... it takes up to six months to build their automobiles, which partially explains their place in the pricing food-chain.)

Although most vehicle repair jobs don't result in a mid-stage "rolling-chassis", *much* of the work our Service Departments routinely find themselves performing is *incredibly* complicated! Our Guests are depending upon *us* to help *them* make well-informed decisions, regarding how to avoid the exposure to the resultant expenses that these occurrences entail!! If we aren't familiar with what is going-on back there in our shop, and haven't seen it with our own eyes, we won't be able to relay the necessary perspective *as well*. We won't be equipped to share the photos. If we aren't sure what a "rolling-chassis" is, perhaps we aren't as well-informed as we should be. If we aren't securing the knowledge waiting to be discovered in our shop, we won't be able to communicate the complexity of the resultant work.

We will be less effective...

We will be unable to explain why the labor rate is what it is... The training and the tools necessary to get the work done. The skill required to complete this routine work. How it is performed by the *proper* personnel and supported by the necessary back-up personnel, in the appropriate facility, covered by the requisite insurance, incentivized by the necessary payroll... *all* crucial to ensuring the work gets done *correctly*!

Let's get educated...

Think about it.

Good luck and good selling!



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Partnership + Performance = Profit