

SMaRT Consultancy – Diagnostic

Typical Issues

Understanding the business potential of dealerships can be difficult and is often aspirational because it is difficult to obtain information on actual sales of servicing, MOTs and 'fast-fit' types of repair. The result is a lack of profit opportunity from labour and parts sales.

It is even more difficult to determine the opportunity for business to each type and model of vehicle, in addition to finding where they are located. This can make marketing strategies not only costly, but also ineffective.

Ongoing support to obtain and refresh this type of information would also be difficult to find, so any information available is usually out-of-date very quickly, and is therefore of little benefit.

Our Solution

Following an initial 'Health Check' of each individual dealer to check the current level of operational performance, the programme will identify key areas where policy and procedures can be improved. This is established by utilising data from actual sales against the 'real' business opportunity available. This will recognise untapped profit, which is then identified by repair type, vehicle model, vehicle age, postcode, etc.

A regular cycle of visits is then scheduled in order to check that the execution of new strategies is working correctly. These checks also enable additional planning and implementation to be completed, providing continuity and the opportunity to carry out regular reviews of changes made.

The Benefits

- Increased labour and parts sales
- Improved dealership profitability
- Greater penetration of local parc
- More opportunities for New and Used vehicle sales
- Generates more database prospects
- Improves effectiveness of marketing spend

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