

FREEDOM - GROWTH - GENEROSITY - INTEGRITY - COURAGE

Engine Room Retreat



THE WORKBOOK



workshopwhisperer

A HUGE THANKS TO OUR SPONSORS...

TITANIUM SPONSOR



PLATINUM SPONSOR



The content in this workbook is subject to copyright, and Rachael Evans and The Workshop Whisperer™ are hereby asserted as the owners of both the written and oral content presented at this business education seminar.

Unless you have received the express written consent of the authors, you are not permitted to discuss or share any of the content delivered in the seminar outside of your own auto repair business. This includes sharing ideas delivered at this seminar with any members of aftermarket associations you may be a part of, or any member of a group on any online social media platform.

THE THREE W'S

WINS

What are your biggest wins?

WORKING

What's working well now?

WANT

What do you want out of the next 2 days?

YOUR DAY ONE INSIGHTS

**Conflict, how to
have courageous
conversations**

1

2

3

**WW
University**

1

2

3

**3 Ways to Pack a
Pow With
Customer Wow!**

1

2

3

MASTERMIND

1

2

3



YOUR DAY TWO INSIGHTS

**SERVICE DRIVE
OVERHAUL**

1

2

3

**CASH FLOW
HOME RUN**

1

2

3

**STRATEGIC
PLANNING**

1

2

3

**YOUR
GAME PLAN**

1

2

3



HOW TO HAVE COURAGEOUS CONVERSATIONS



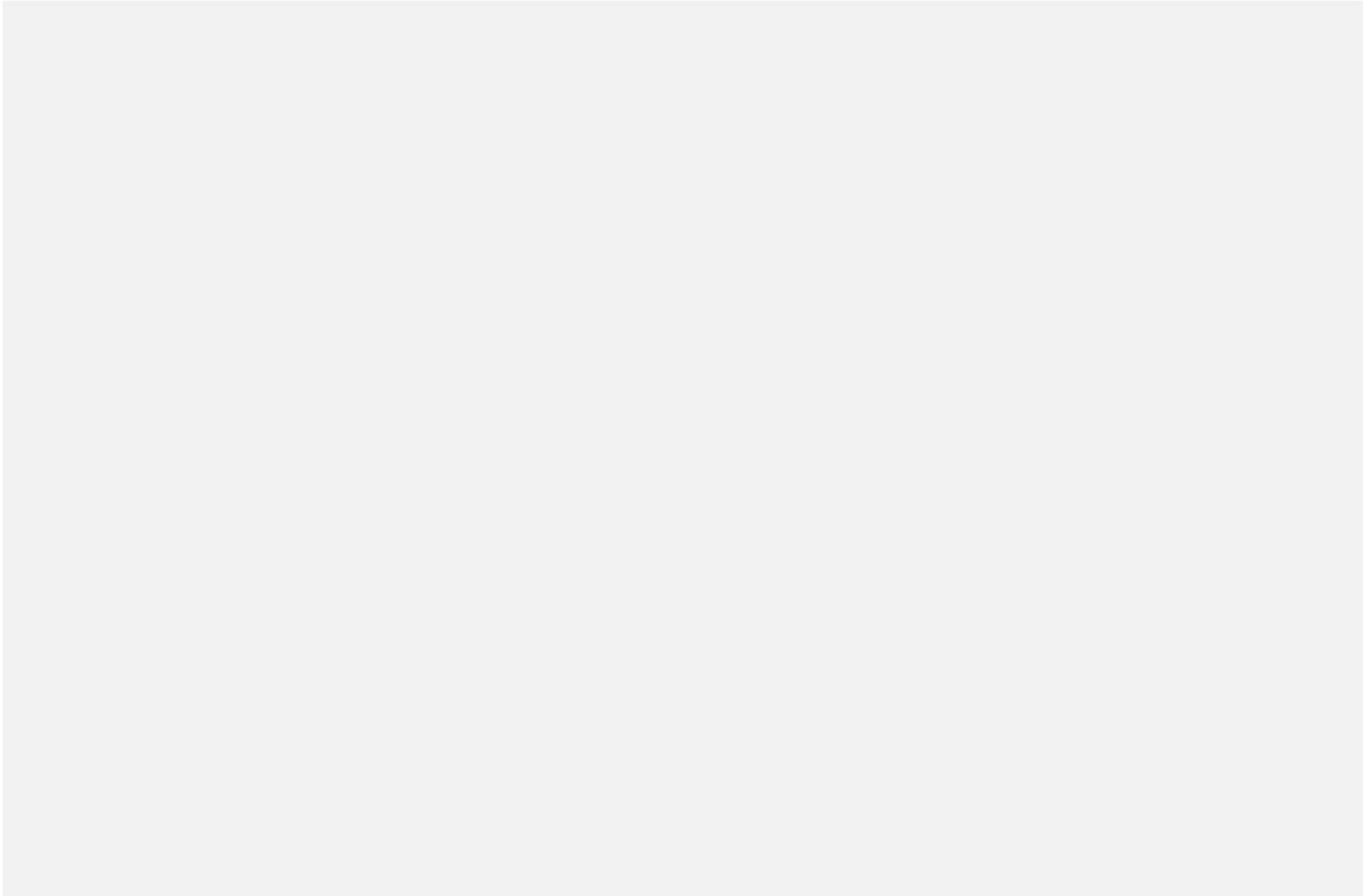
MODEL



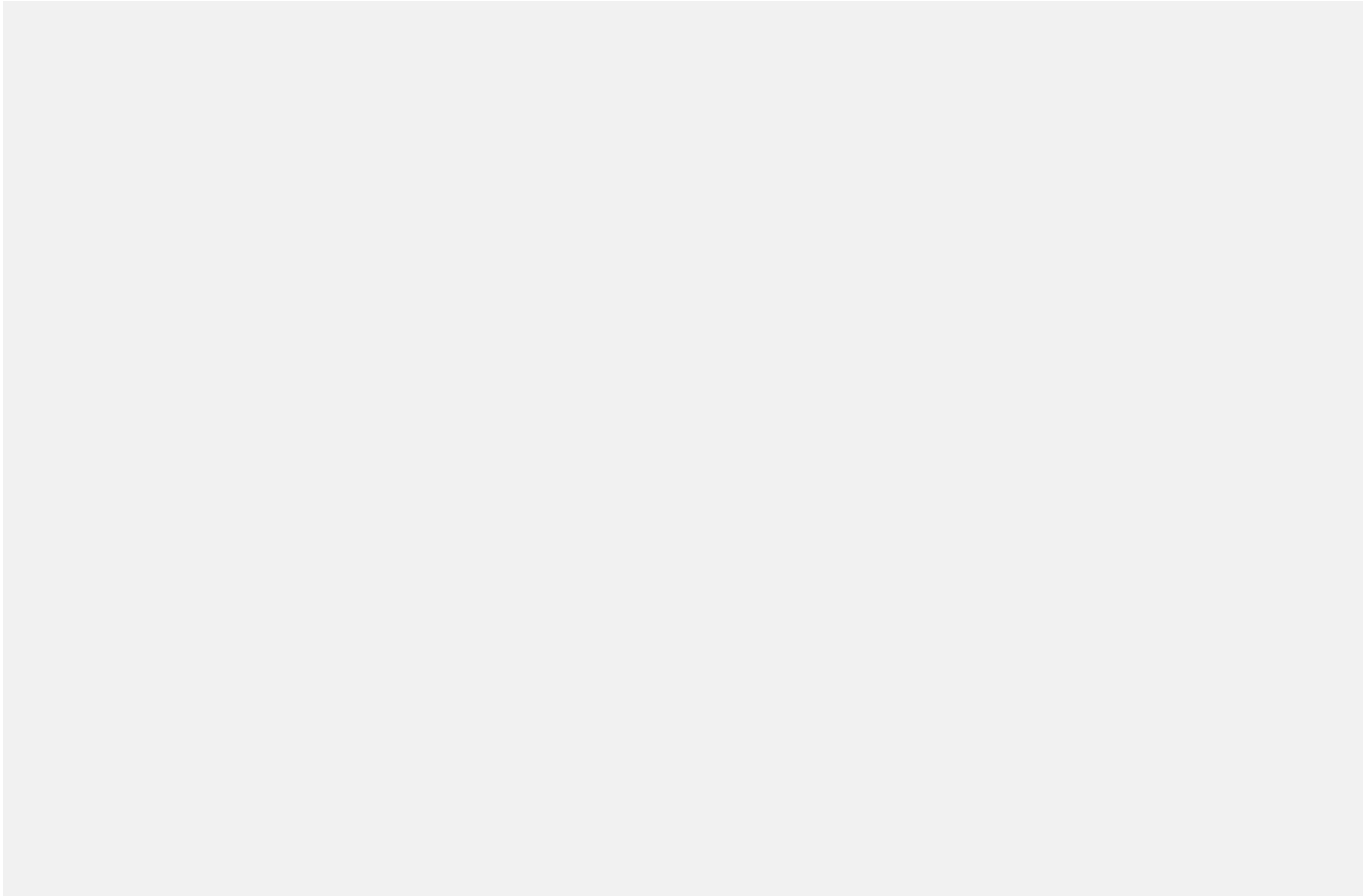
NOTES



NOTES



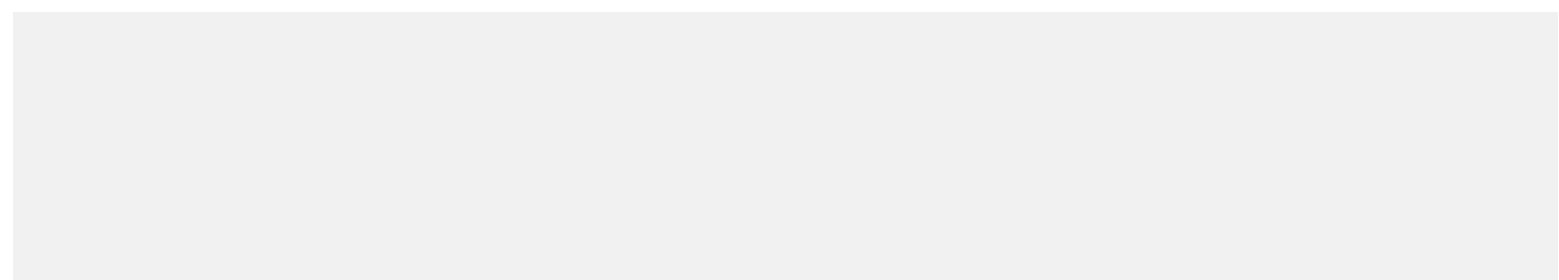
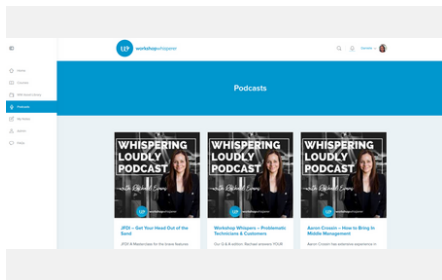
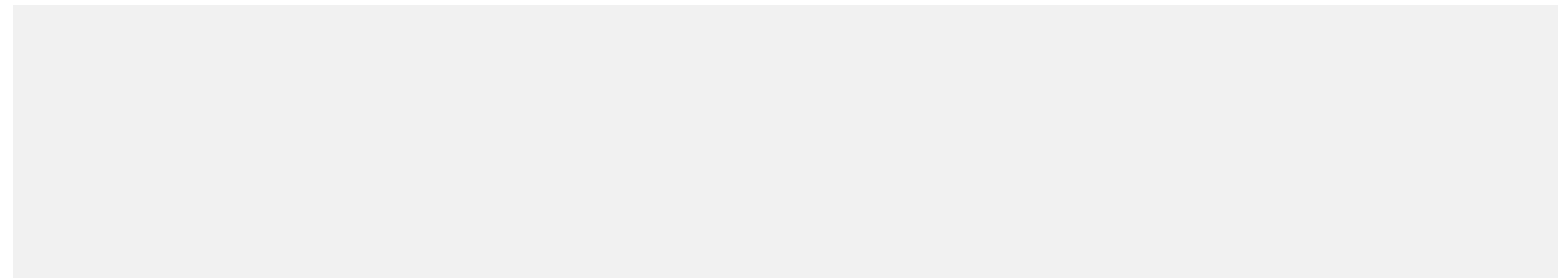
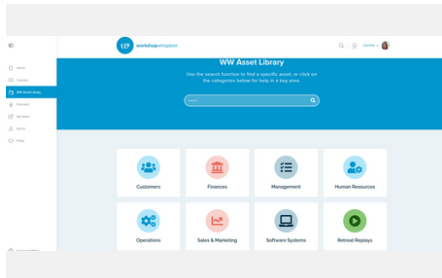
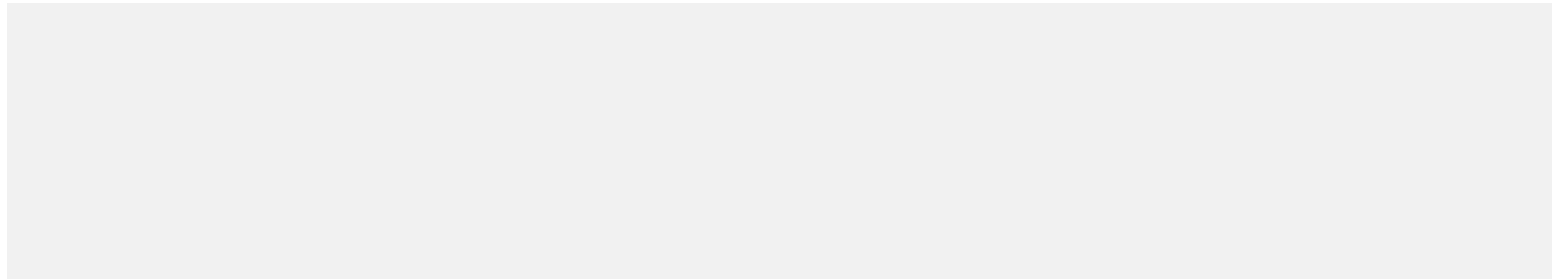
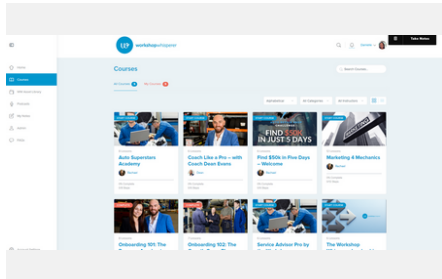
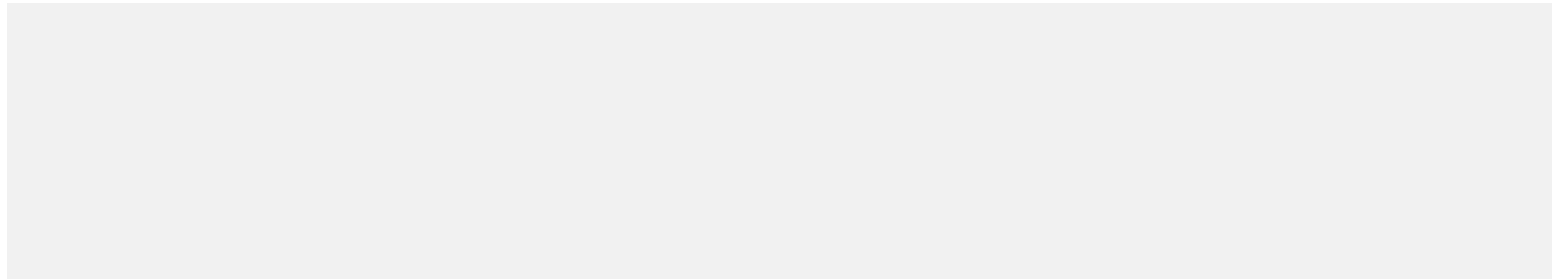
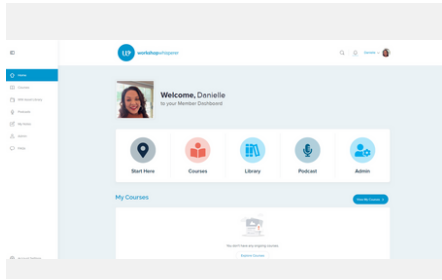
NOTES



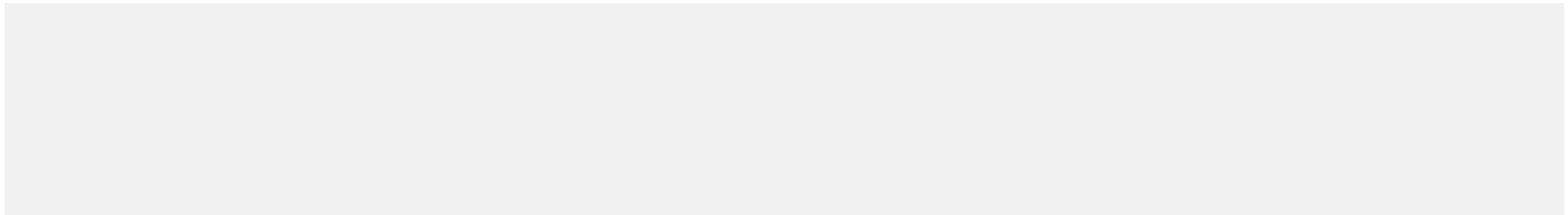
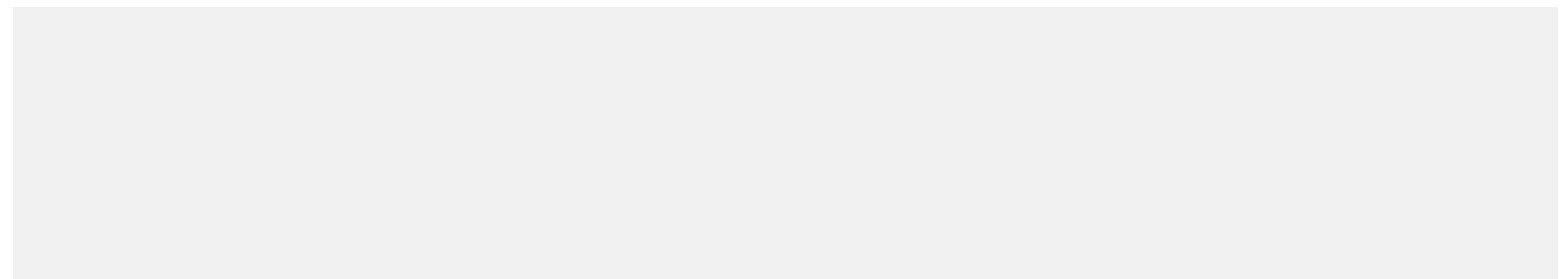
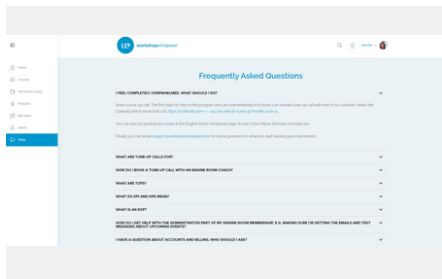
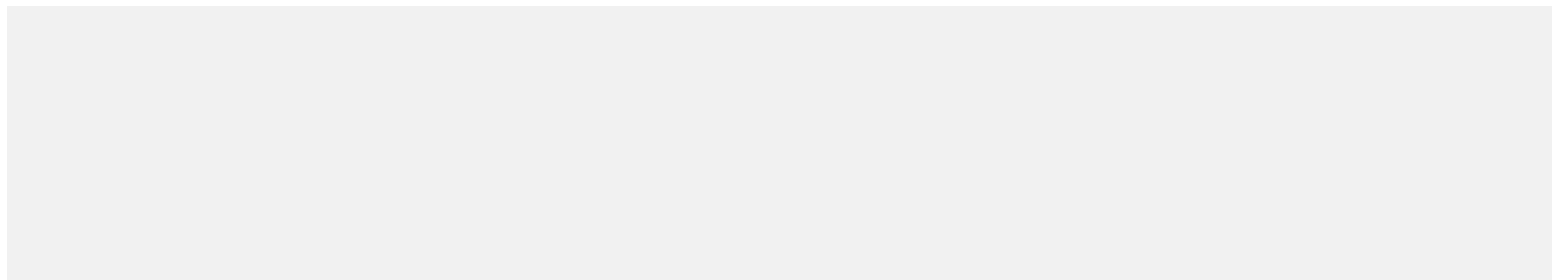
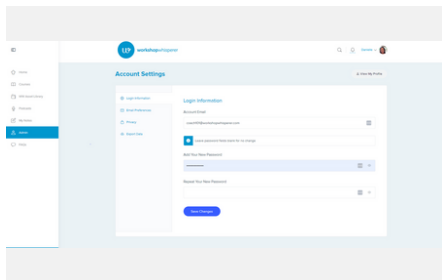
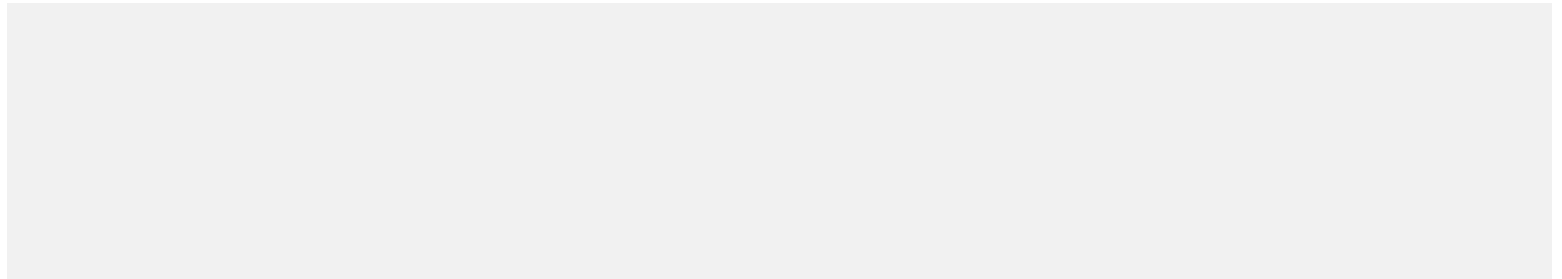
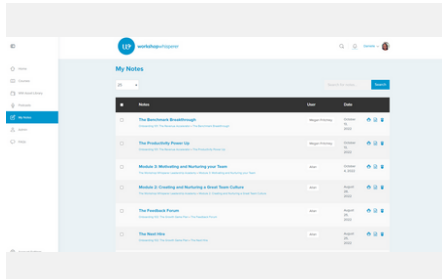
University Walkthrough



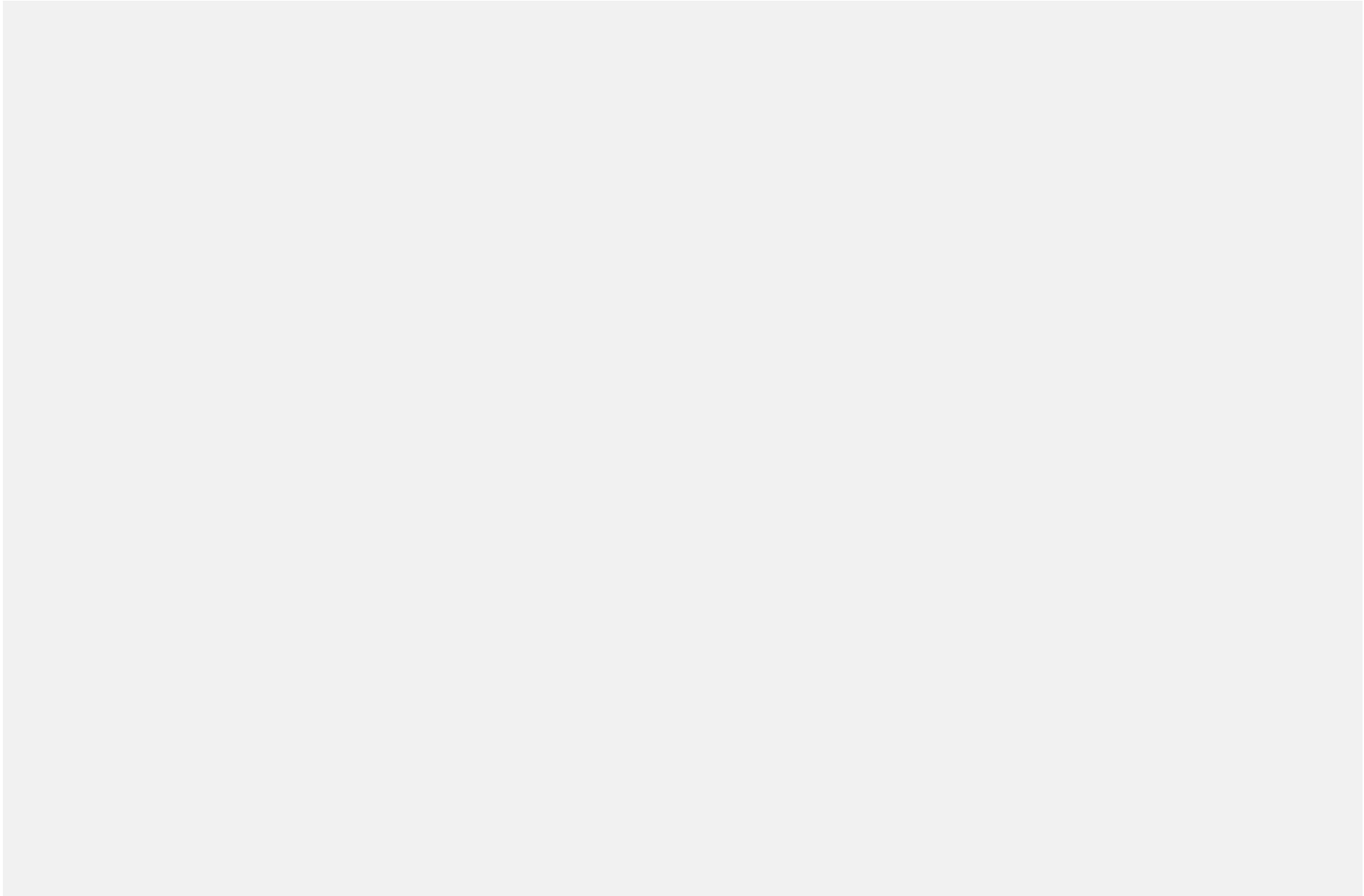
NOTES



NOTES



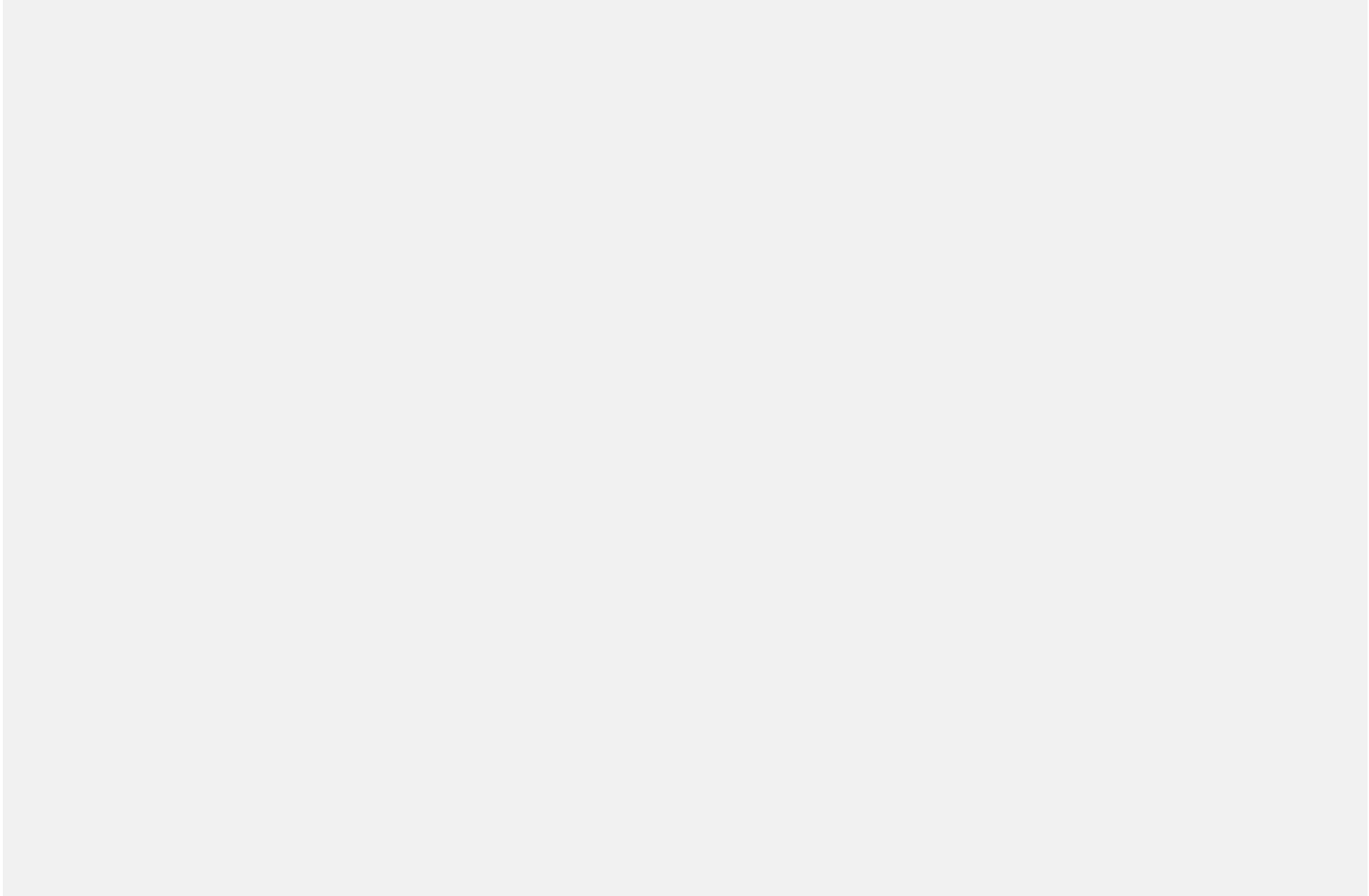
NOTES



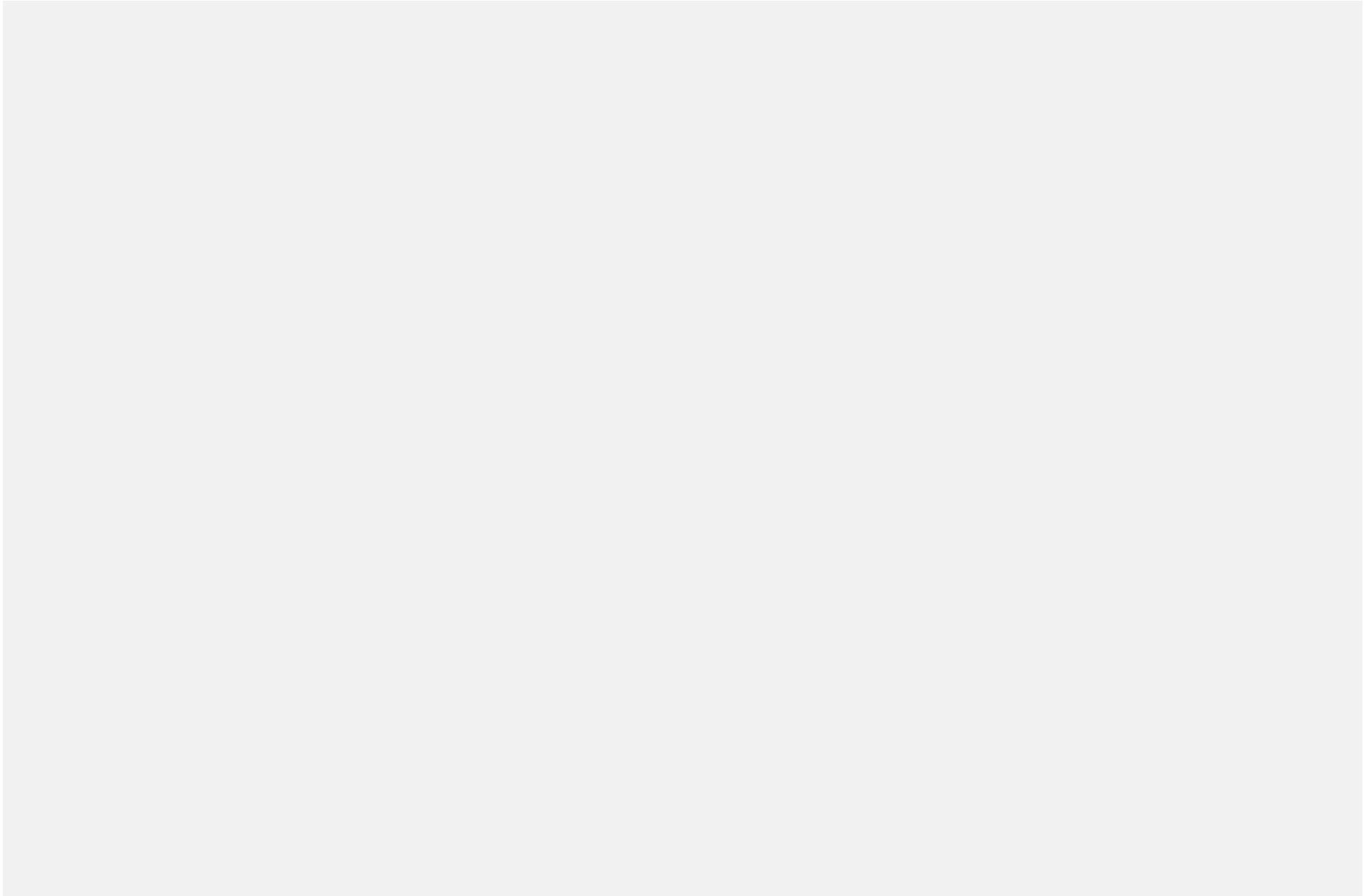
3 Ways to Pack a Pow With Customer Wow!



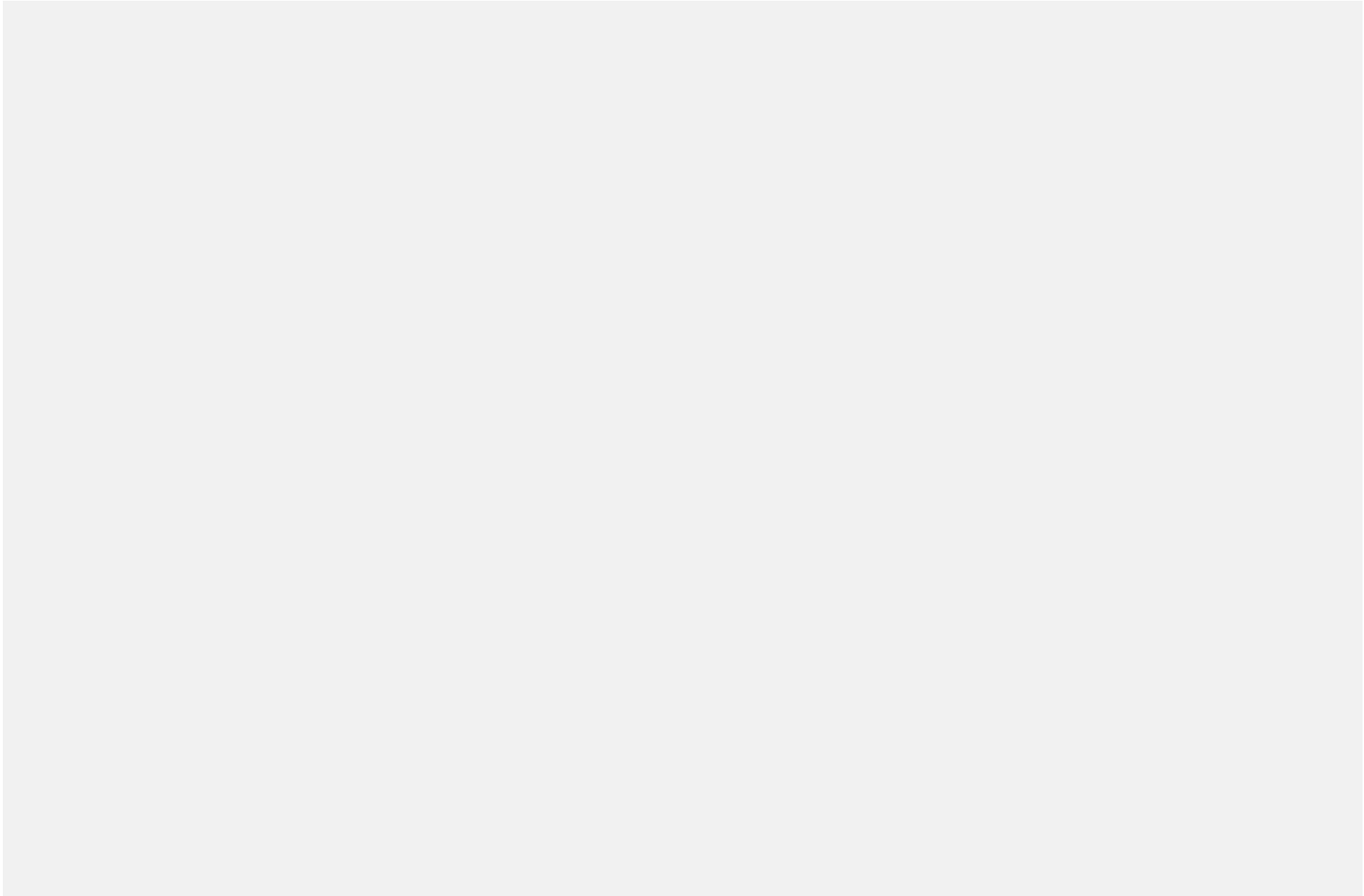
NOTES



NOTES



NOTES



MASTERMIND



The #1 thing that's holding me back is ...

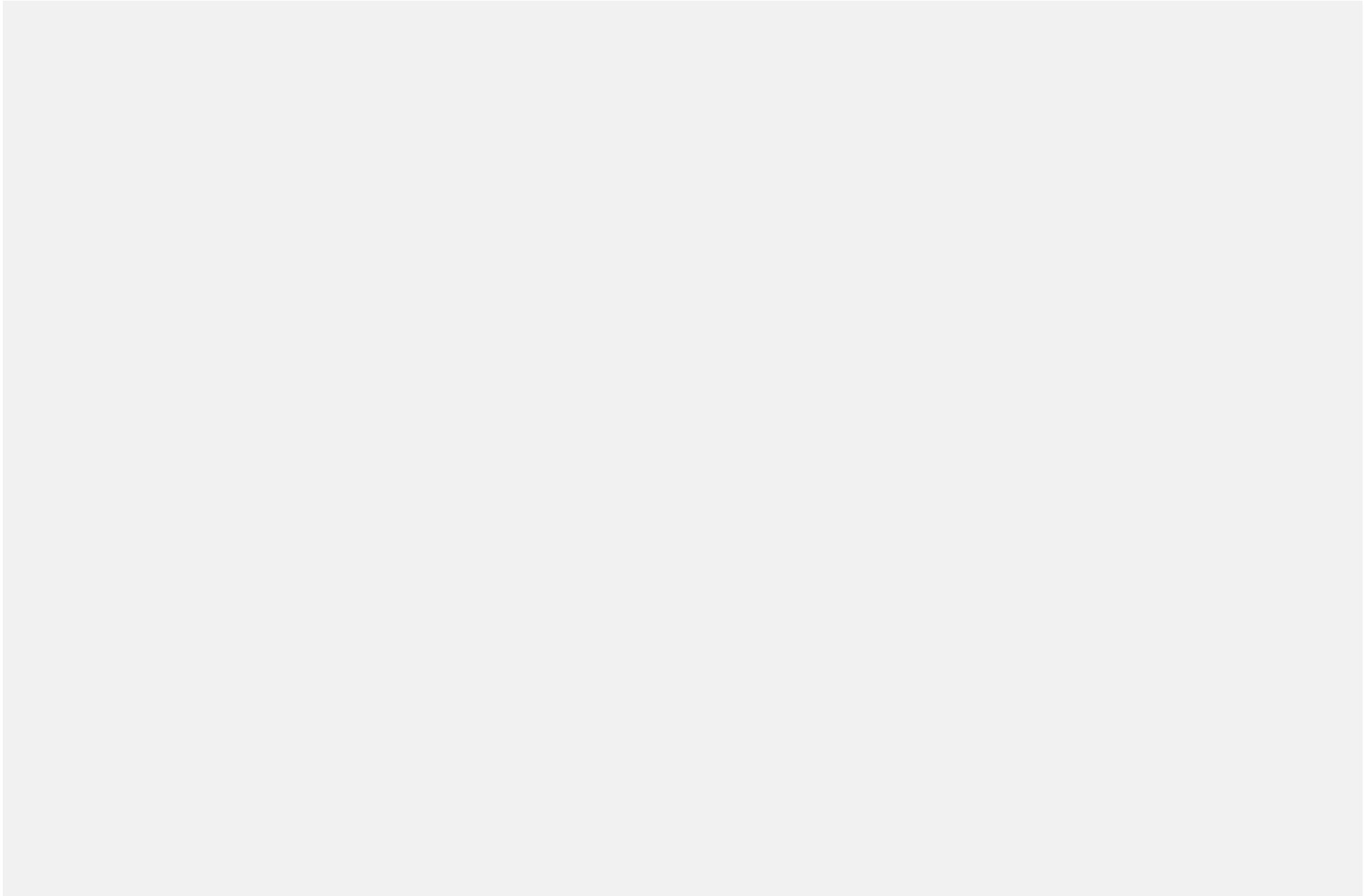
My specific question is ...

Insight

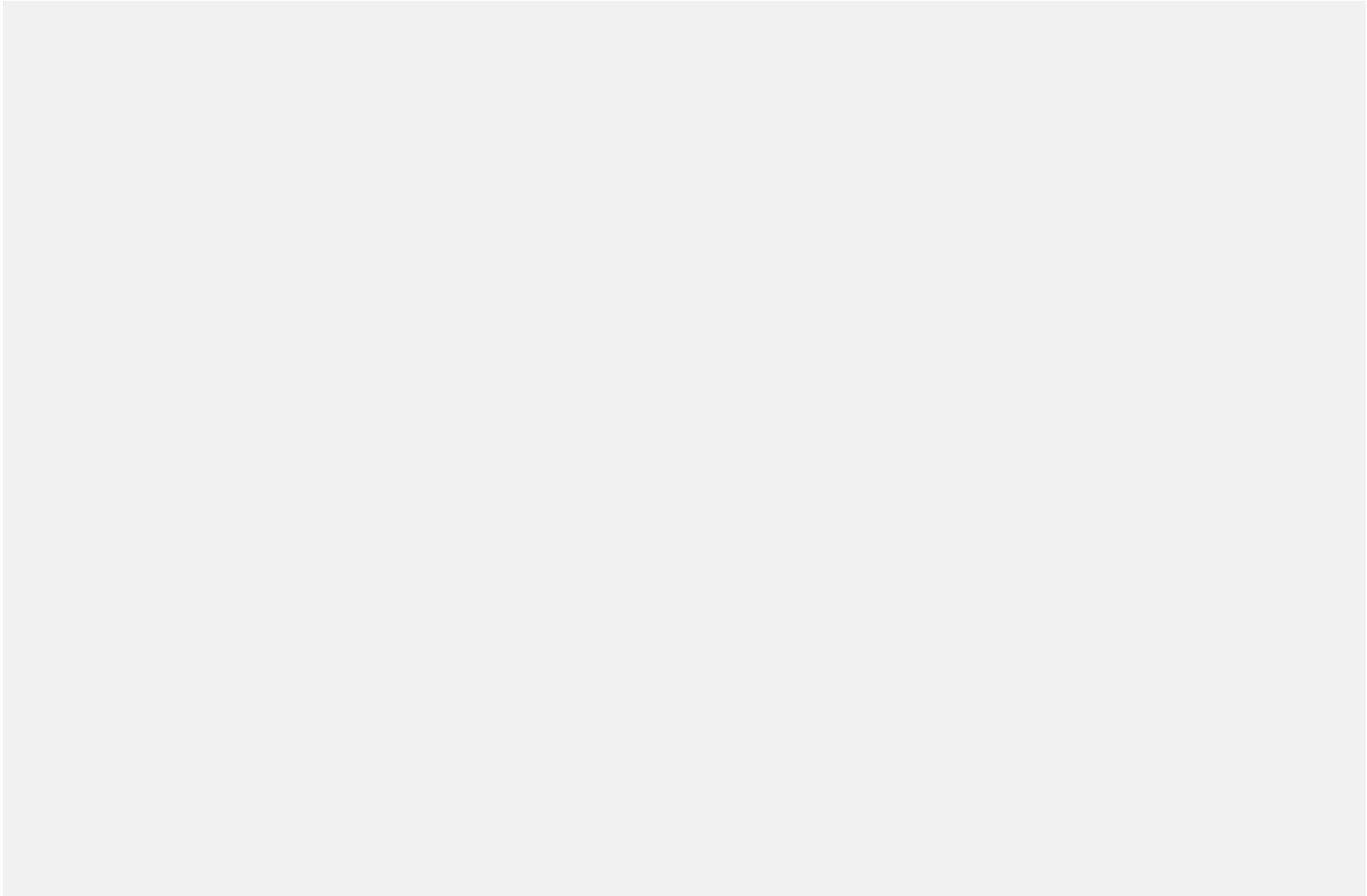
Actions



NOTES



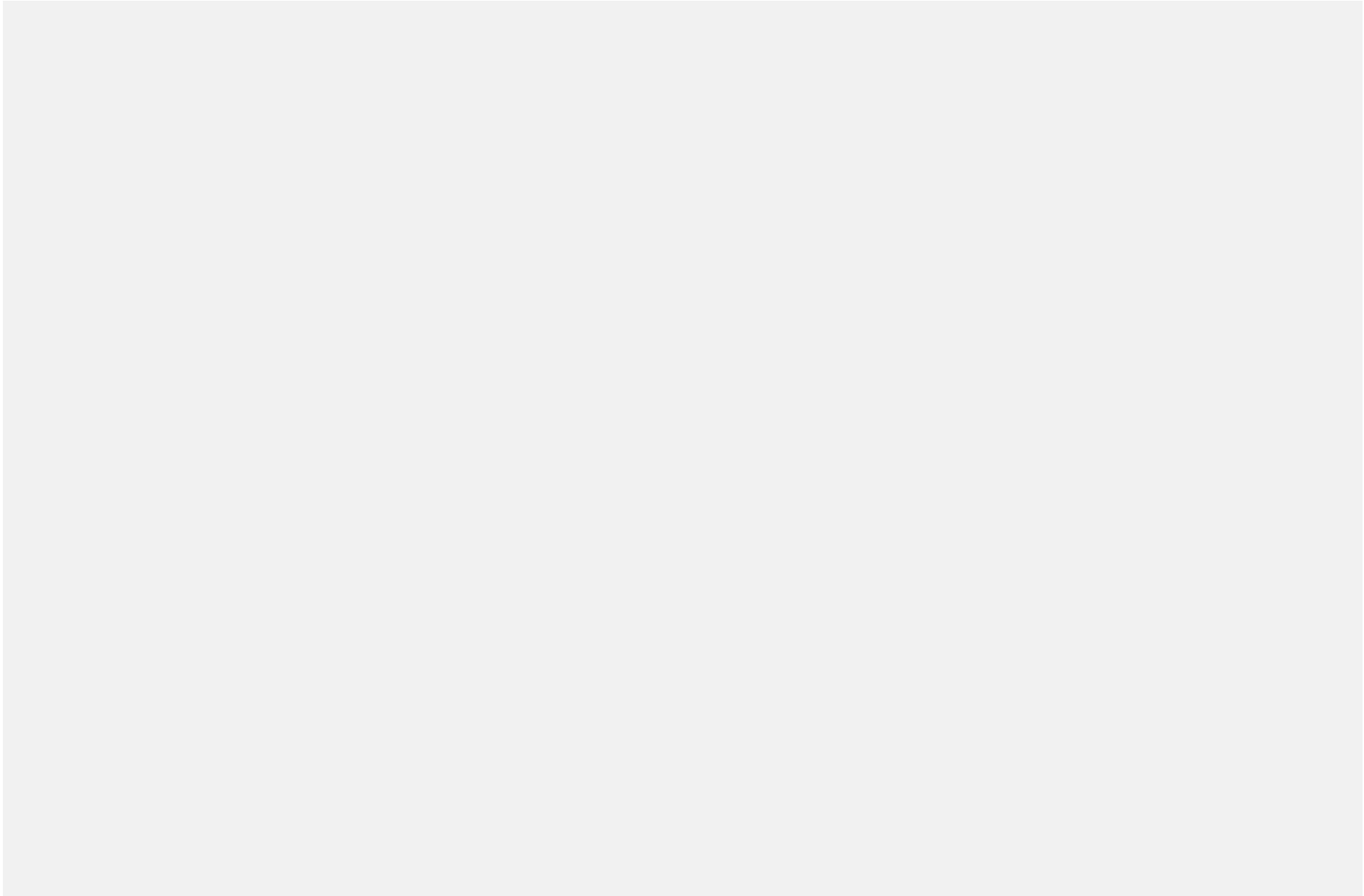
NOTES



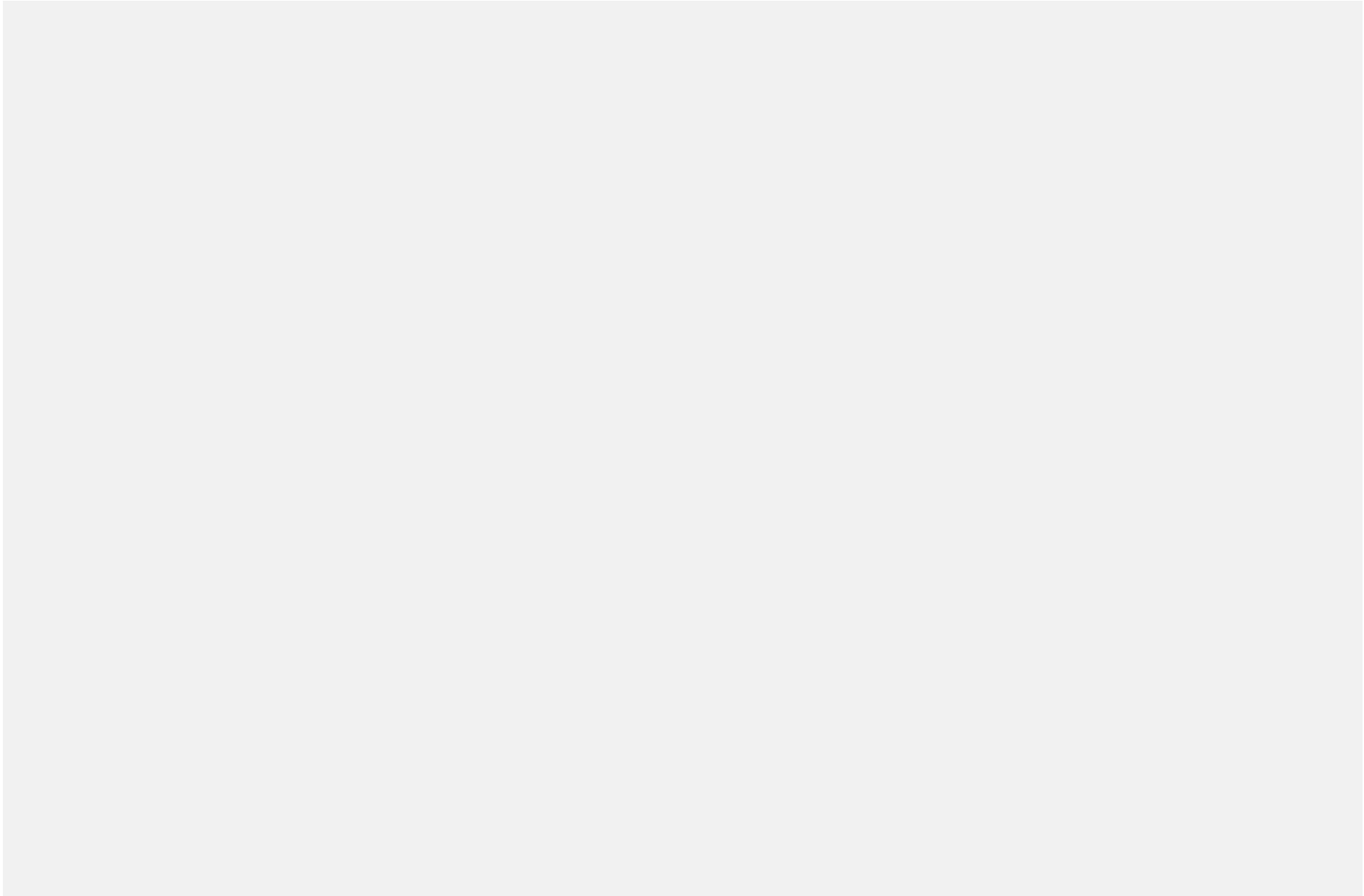
Service Drive Overhaul



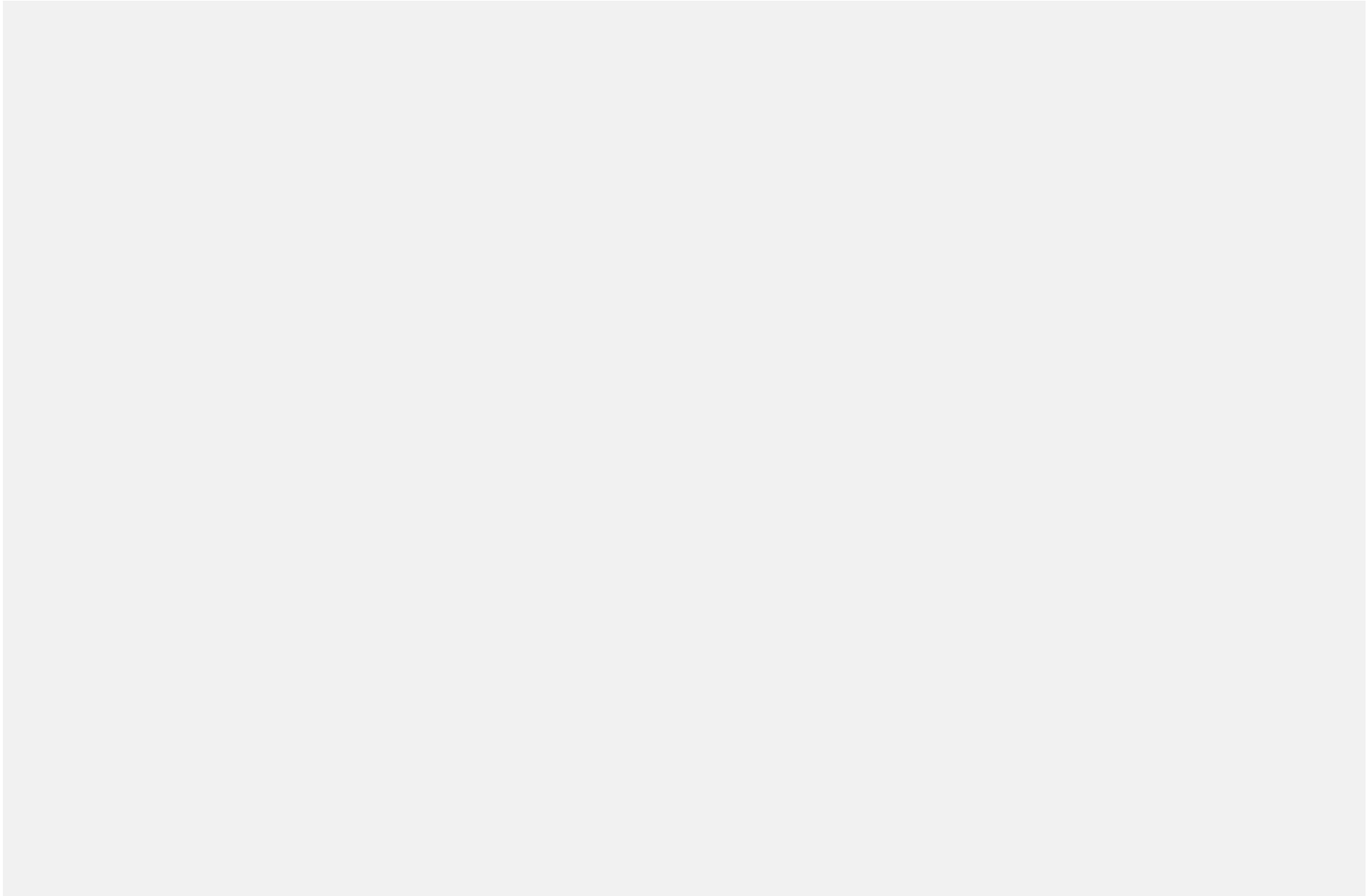
NOTES



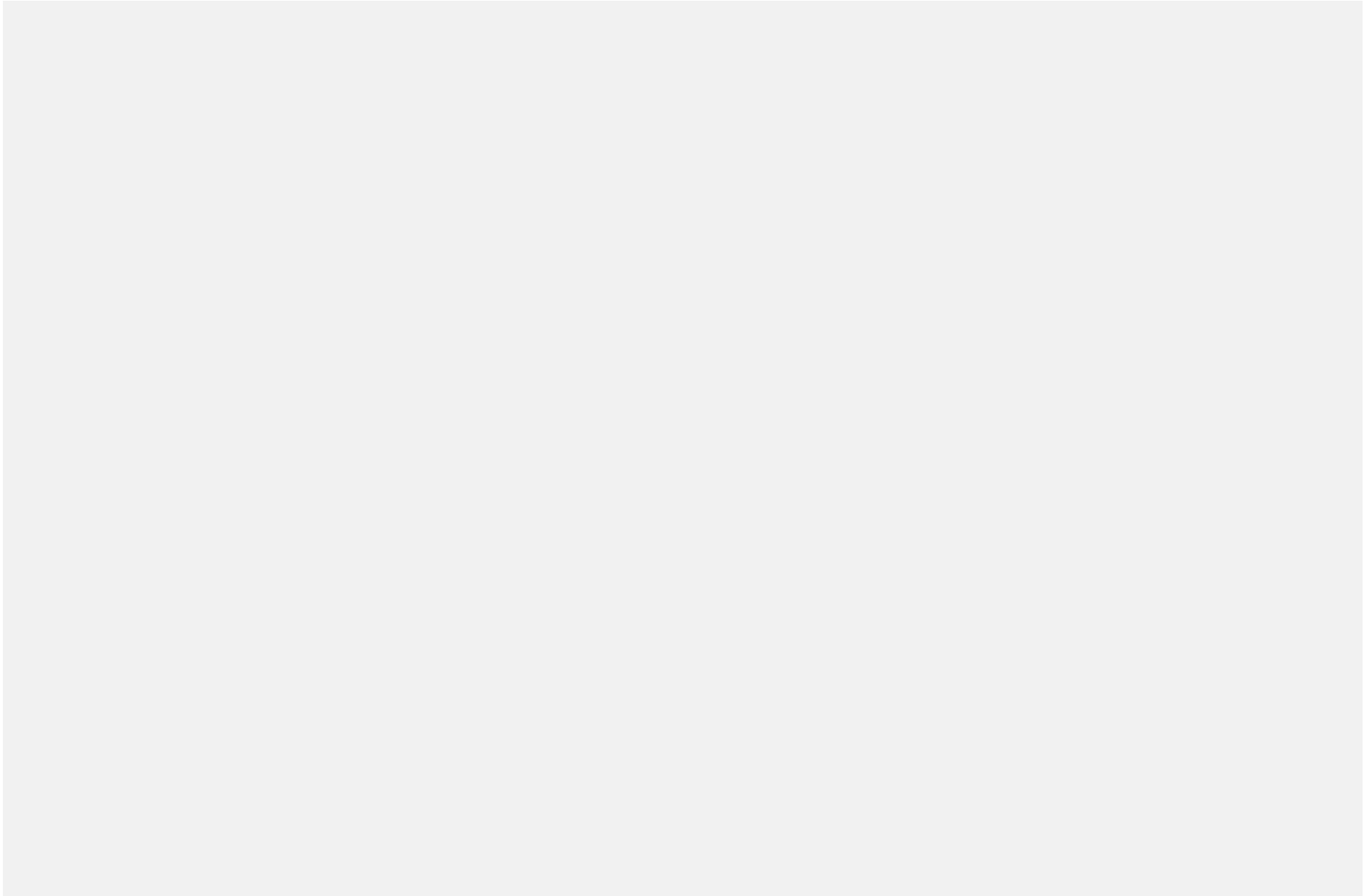
NOTES



NOTES



NOTES



Cash Flow Home Run



3 things you can do to blow up your GP

3 Areas for forensic analysis

1

2

3

BENCHMARKS

Parts Gross Profit:

PART SALES - PARTS COST = , THEN PARTS PROFIT / TOTAL SALES X 100 =

When looking at this number for a typical independent shop which is solidly profitable, this number will normally run between 48% and 53%.

Labour Gross Profit:

LABOUR SALES - LABOUR COST = , THEN LABOUR PROFIT / TOTAL SALES X 100 =

When looking at this number for a typical independent shop which is solidly profitable, this number will normally run between 70% and 74%.

Total Gross Profit:

TOTAL SALES - TOTAL PARTS COST - TOTAL LABOUR COST = , THEN / BY TOTAL SALES AND X 100 =

When looking at this number for a typical independent shop which is solidly profitable, this number will normally run between 58% and 62%.

Labour Sales Vs. Part Sales

LABOUR SALES % (A), PARTS SALES % (B), DIFFERENCE BETWEEN (A) AND (B) = (%)

When looking at this number for a typical independent shop which is solidly profitable, this number will normally run between 3% and 7%.

LABOUR RATE ADJUSTMENTS

\$ x 1824 = \$

x TECHS = \$

ADD \$10

\$ x 1824 = \$

x TECHS = \$

LABOUR \$ NEW PRICE

MINUS

LABOUR \$ OLD PRICE

EQUALS \$

MARKUP, MARGINS, & MATRIX CHEAT SHEET

Markup Vs. Margin

Gross Profit <hr style="width: 50%; margin: 5px auto;"/> Cost of Sales = Markup	Gross Profit <hr style="width: 50%; margin: 5px auto;"/> Sales = Margin
--	--

Parts Matrix Example

▶ Cost of Part	▶ Multiplier	▶ Gross Profit	▶ Markup
\$0-\$1	3.5	71%	250%
\$1.01-\$5.00	3	67%	200%
\$5.01-\$100	2.5	60%	150%
\$100-\$300	2	50%	100%
\$301-\$1,000	1.85	46%	85%
\$1,001+	1.75	43%	75%

30% Mark-up	—————→	23% Gross Margin
33.3% Mark-up	—————→	25% Gross Margin
43% Mark-up	—————→	30% Gross Margin
75% Mark-up	—————→	42.9% Gross Margin
100% Mark-up	—————→	50% Gross Margin

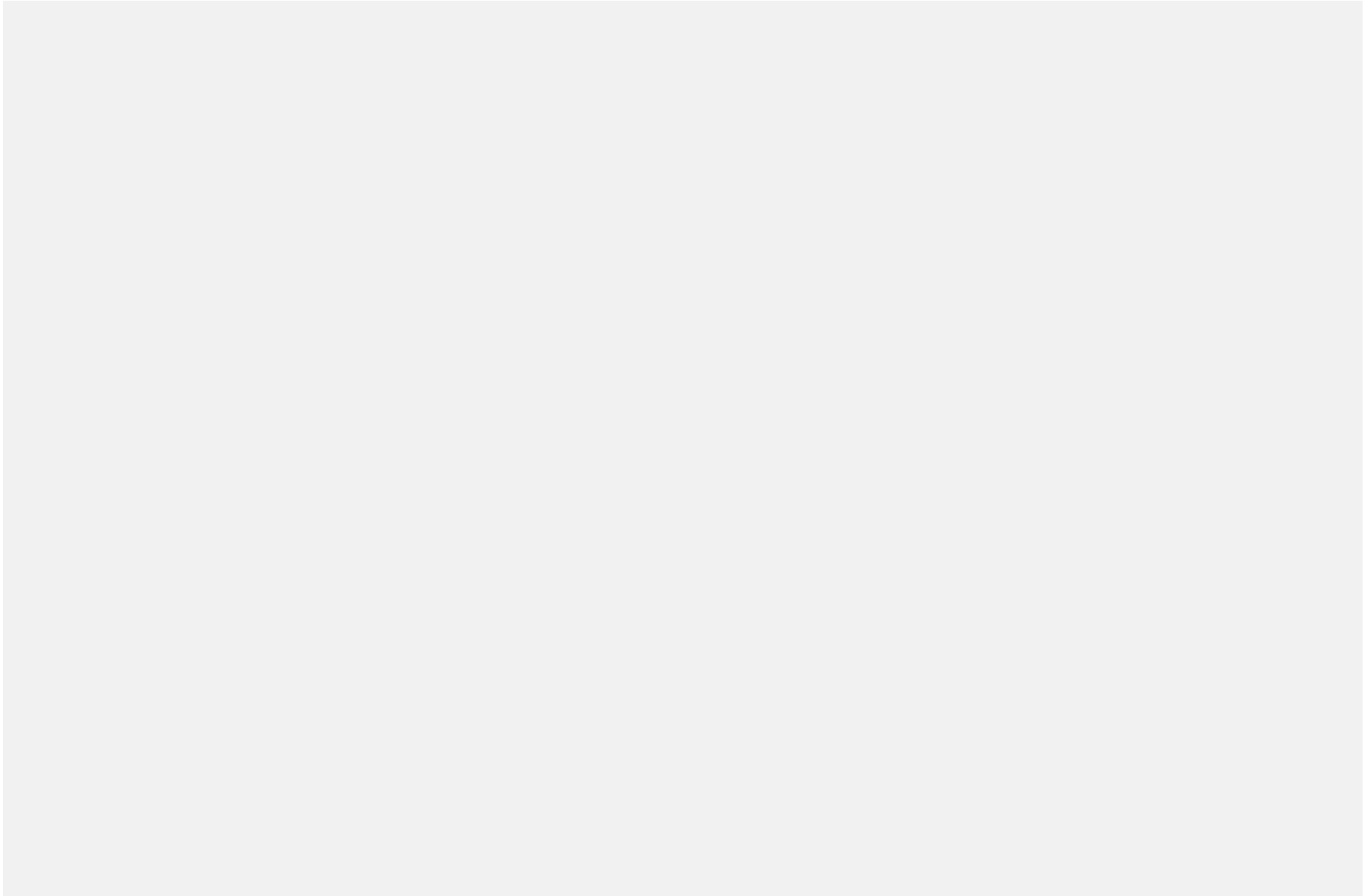
SUPPLIER PRICING REVIEW

SUPPLIER	PRODUCT	CURRENT \$	NEW \$	CHANGE SUPPLIER Y/N

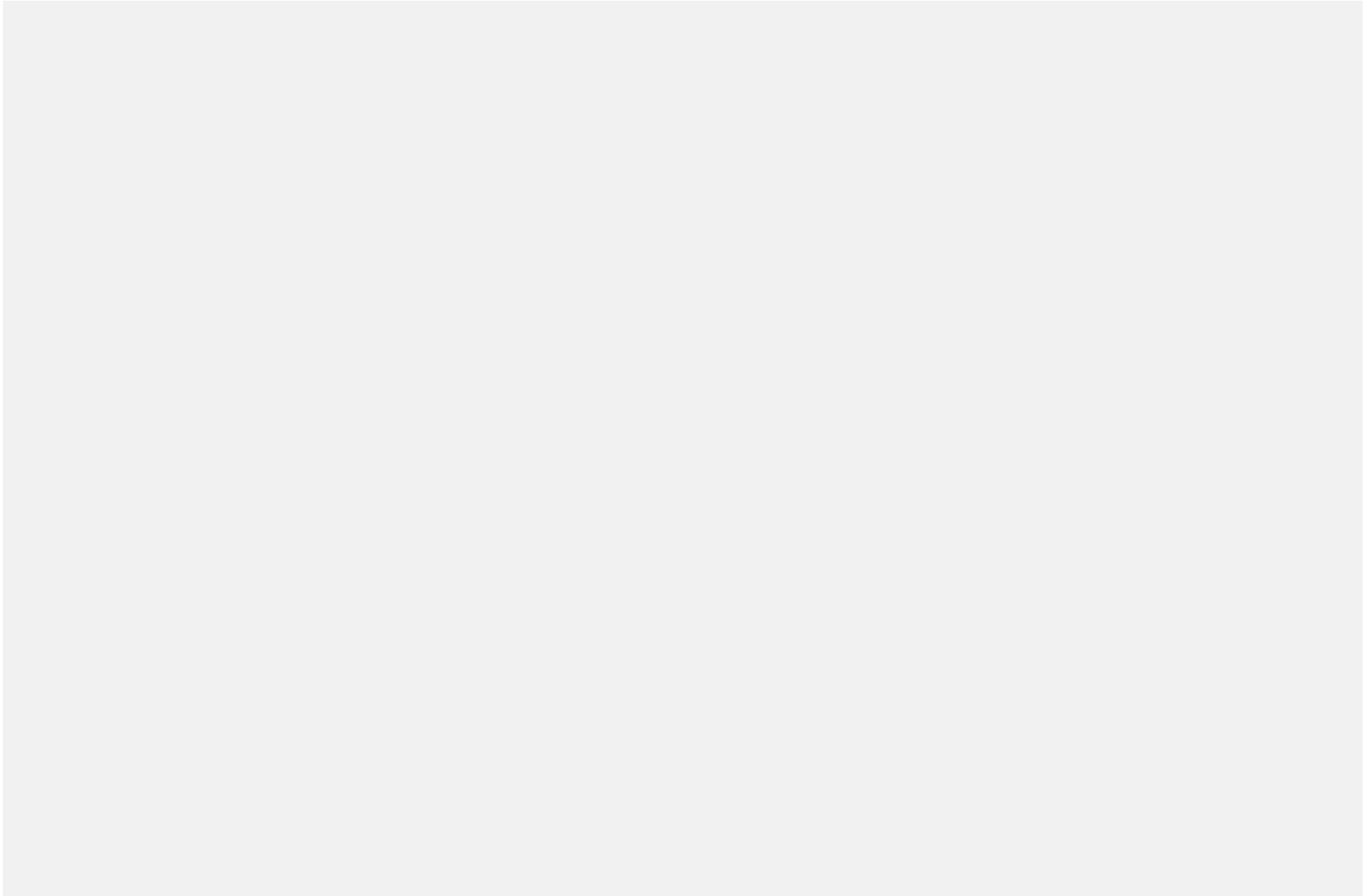
EXPENSE REVIEW EXERCISE

EXPENSE	\$	REMOVE	REDUCE	REPLACE

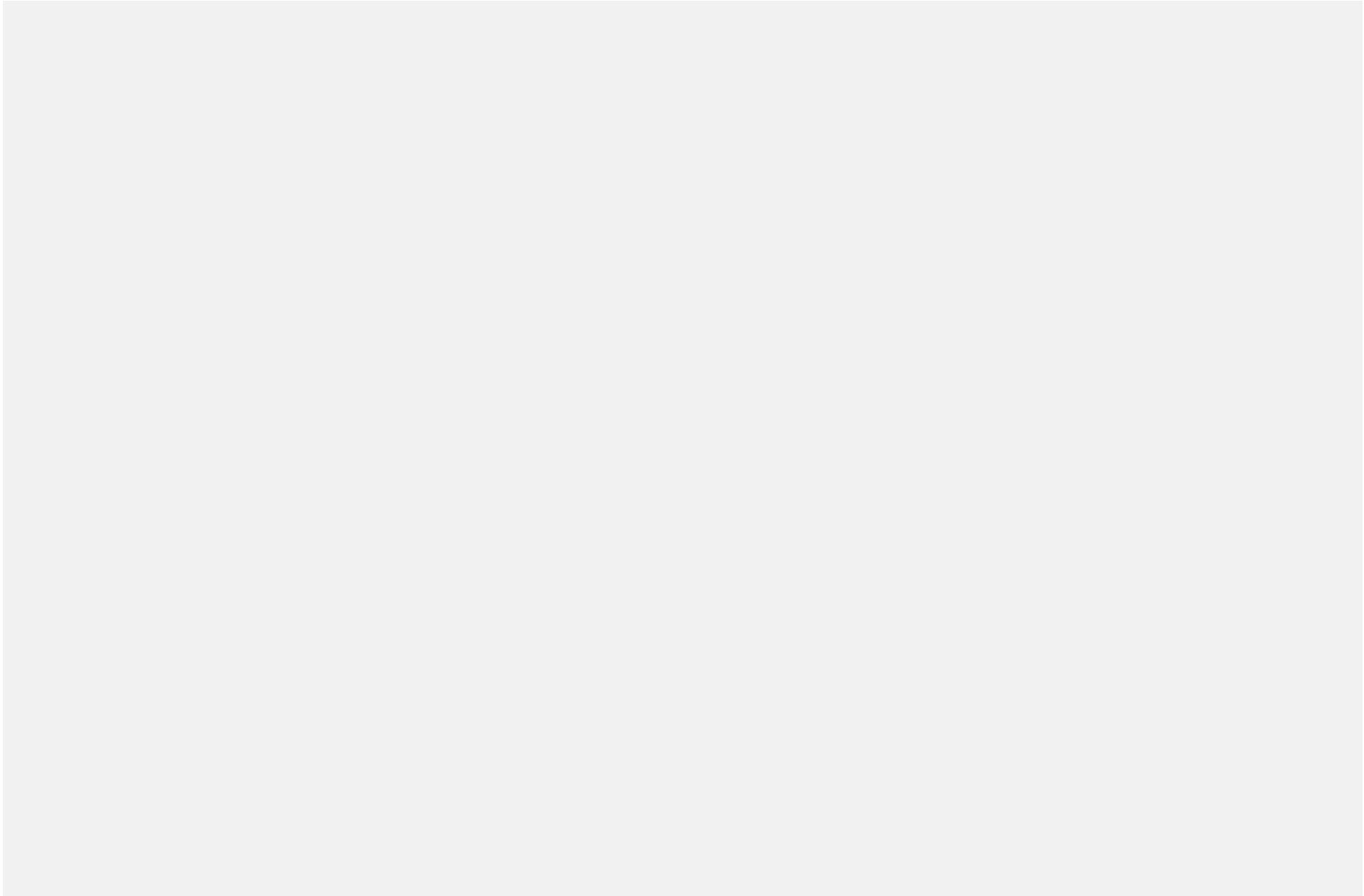
NOTES



NOTES



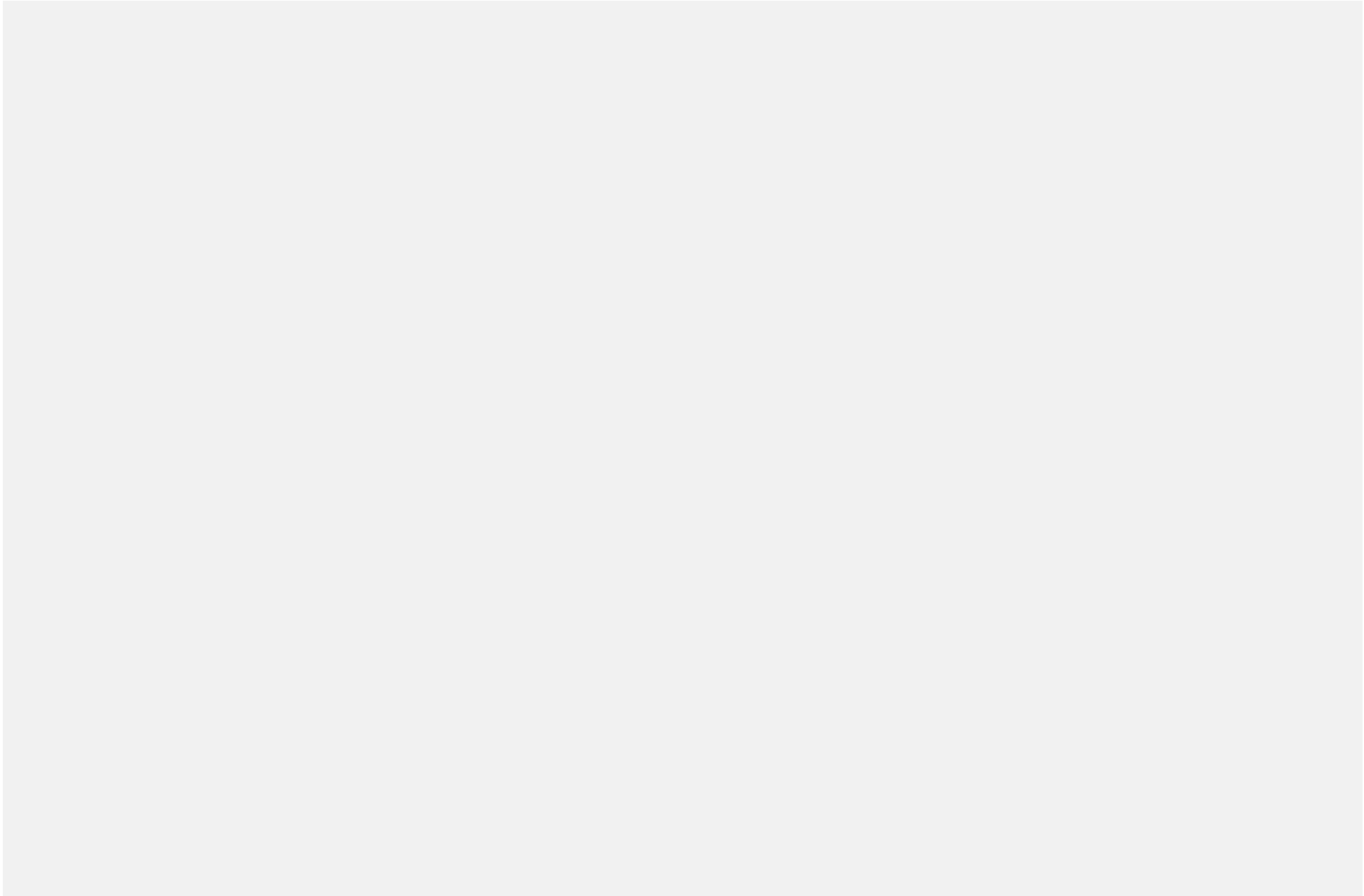
NOTES



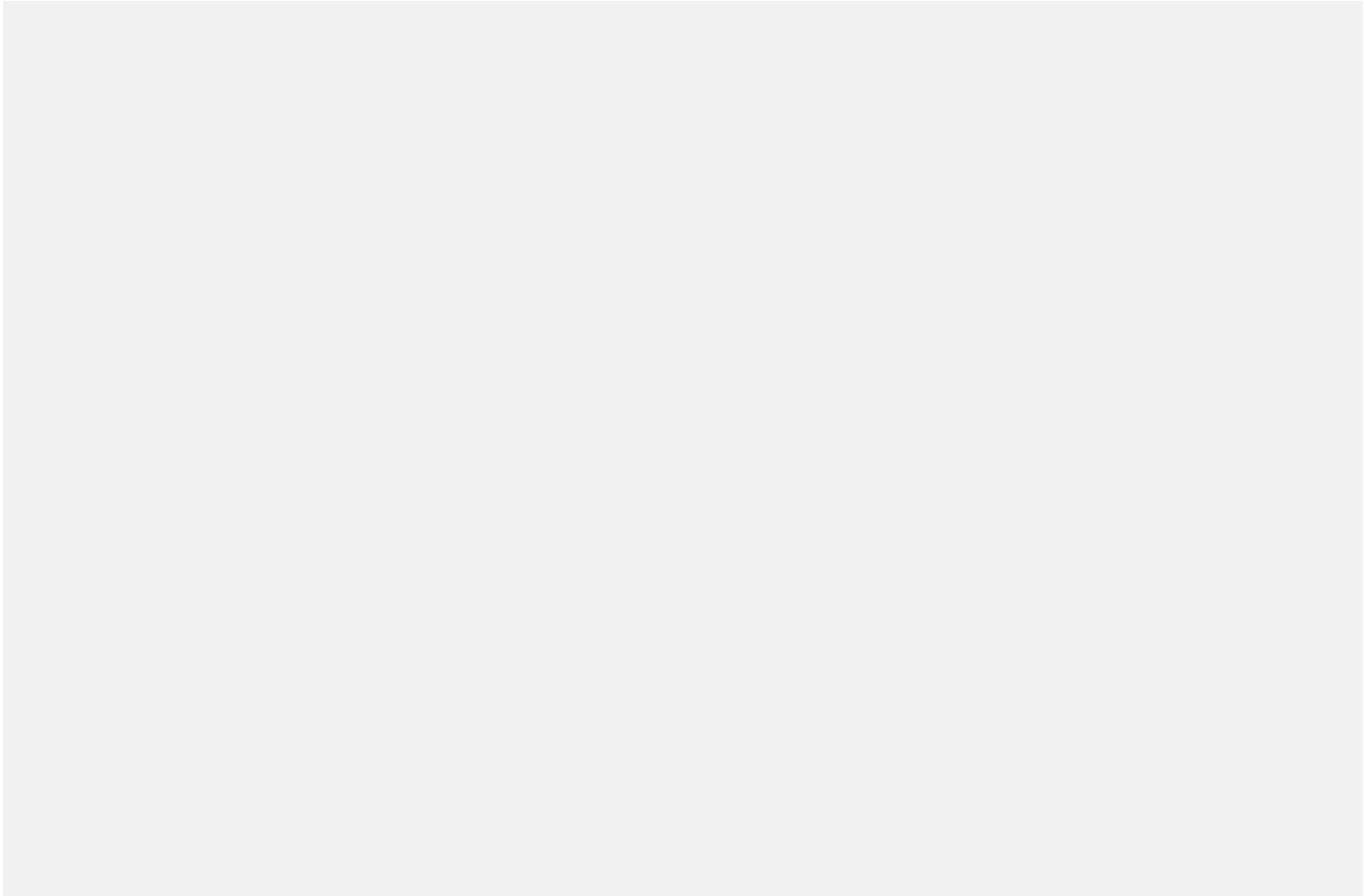
STRATEGIC PLANNING



NOTES



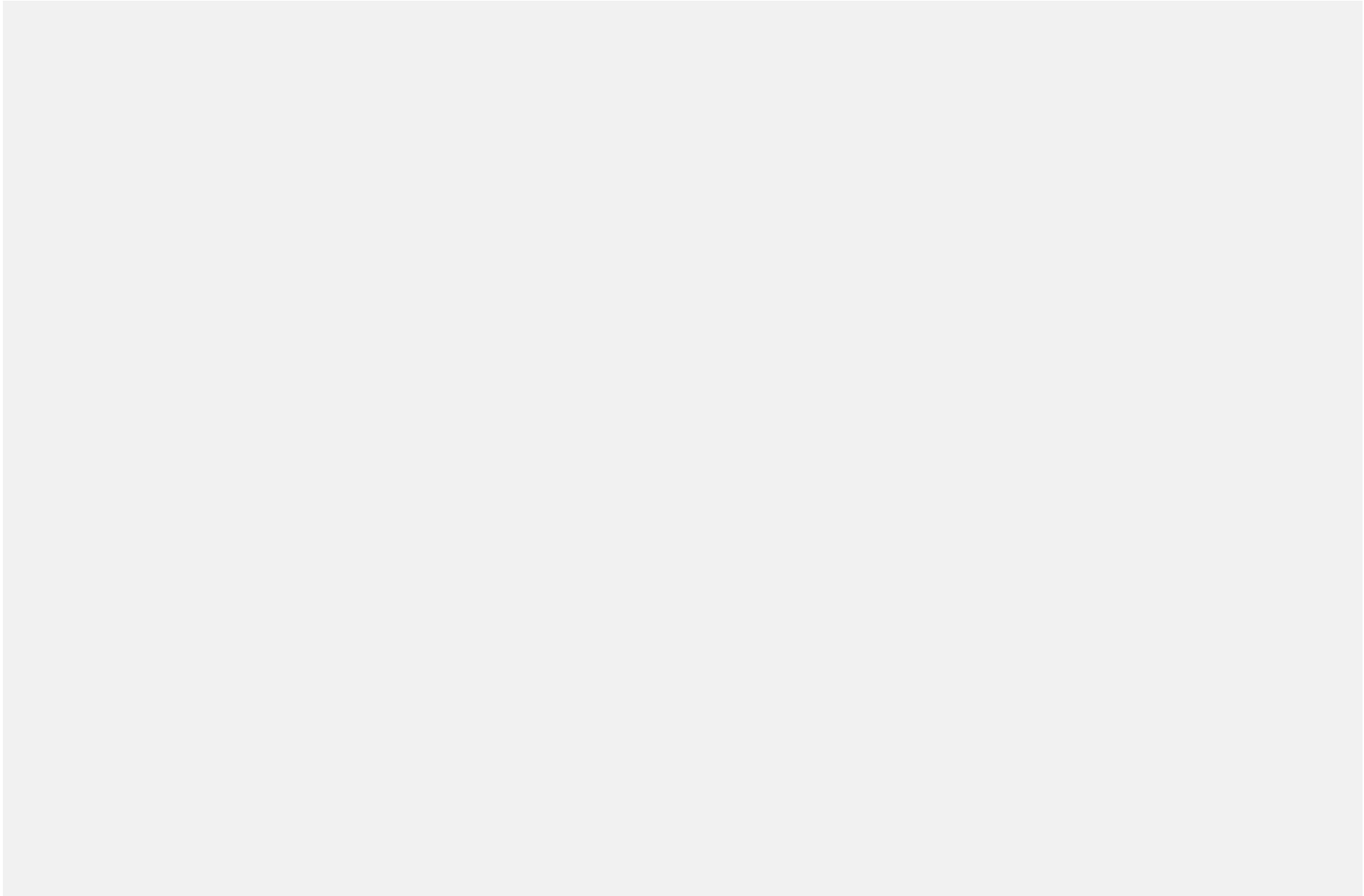
NOTES



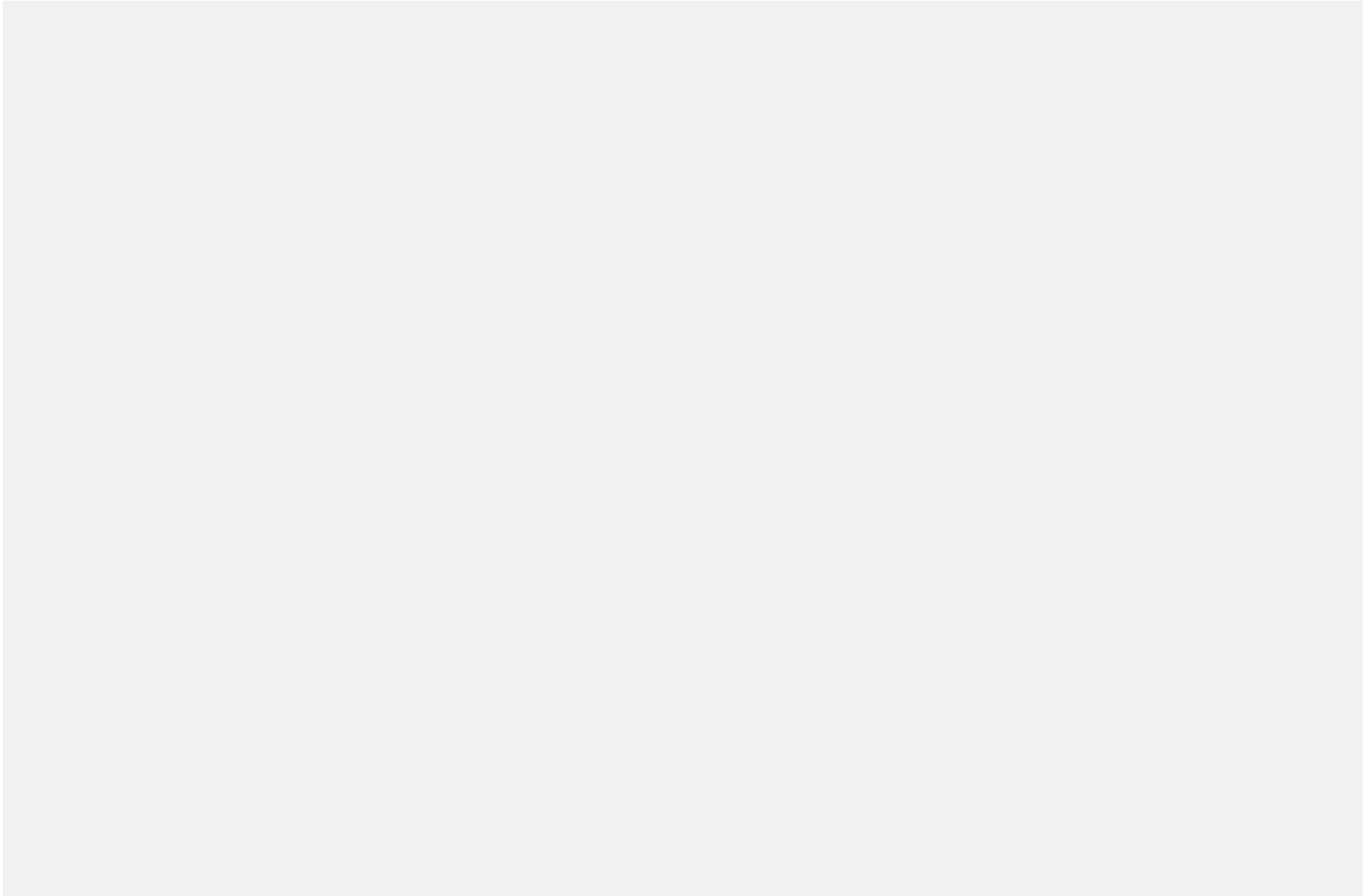
YOUR GAME PLAN



NOTES



NOTES



FREEDOM - GROWTH - GENEROSITY - INTEGRITY - COURAGE



workshopwhisperer