

# Achieving Service Profitability in an Equipment Dealership



Currie Management Consultants, Inc.

2010

## General Information



Conveniently located and presented near the Chicago O'Hare Airport

**Currie Management Consultants** is offering its popular **Achieving Service Profitability** seminar series directly to equipment dealers.

This powerful two-day seminar presents the **Currie Dealer Model** used successfully by hundreds of industrial equipment dealers and distributors around the world.

Perhaps you missed the seminar the first time

around, or you have added key managers who have not had the opportunity to attend **Achieving Service Profitability**. This is the ideal opportunity to indoctrinate your management team in the most successful approach to running service in an independent dealership. If you have attended the **Achieving Service Profitability** seminar in the past, this is the time to refresh and reinvigorate your passion for your business.

The seminar will be held at a hotel located just minutes from the airport.

This session is targeted specifically to Equipment dealers. We will present the **Currie Financial Model**, performance benchmarks and best practices gleaned from some of the best per-

forming Equipment dealers in the world.

Utilizing a combination of fundamental business principles and the **Currie Dealer Business Model**, participants will learn the characteristics that define a successful dealer's service department and gain an understanding of how to immediately apply these principles within their own company or department.

With more than three decades of experience in your industry, Currie is uniquely qualified to show you how your business can be more successful, more profitable and more valuable.

Space in these seminars is limited, and registrations must be received early, so register today and join us.

### Special points of interest:

- **LEARN WHAT YOUR BILLING RATE SHOULD BE**
- **FIND OUT HOW TO BILL THE EXPENSE OF TECHNICIAN SERVICE VANS TO YOUR CUSTOMERS**
- **WHAT IS 15 MINUTES A DAY PER TECHNICIAN WORTH TO YOU?**

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## What Others Have Said About This Seminar

"I found a many great tools to help make us far more profitable and help us retain and attract more top level employees. The original investment in this seminar will be paid for 10 fold

within the first day as I change labor rates and implement a service truck charge to recover our costs associated for this expense.

Again, thanks for your time, incredible insight and vali-

dation that we are on the correct path in our after-market business. I will definitely be in touch as I run through this information and begin to put this into practice within our dealer-

*Continued on page 2 ....*

## Achieving Service Profitability in an Equipment Dealership

### Instructor—George M. Keen



George Keen

George Keen is known as a operational business strategist, retreat facilitator, guest speaker, magazine author, and the editor of the “Achieving Profit Series.” He brings to his clients more than thirty years experience in organizational development. He has conducted seminars on equipment sales, account management and consults on operational improvements and implementation; especially in service, parts, and rental departments.

He designs performance management, compensation, incentive, employee productivity, and company turnaround plans and works with dealer principals and service managers in dealer 20 groups (Best Practice Meetings).

George joined Currie Management Consultants in 1996 and was made partner in 2001. Prior to joining Currie Management Consultants, he spent eight years managing retail stores and ten

years with a software company in installation and sales. He was national sales manager for North America.

George was a pioneer in the use of computers in accounting helping to move small business operations to computer systems in the 1960s and 1970s.

Mr. Keen has been a guest speaker for conventions and workshops for AED, MHEDA, NAEDA, Yale, Vermeer, Husqvarna and many other manufacturers

We are usually technical people by design and managers by default. What most of us don't have is the technical manual for profitable service management.

### What Others Have Said About This Seminar (continued from page 1)

ship. I will keep you in mind as we begin to implement these strategies and measurement tools.

Having an opportunity to speak with you in person on Sunday prior to the meeting really helped me get prepared for what the following two days un-covered. As I review the seminar content I

am finding myself able to validate many things we are doing well as a service company and equipment dealer.”

*Chuck Dietrich, Leavitt Machinery, Coquitlam, BC, Canada*

“People are what make or break your success in the service business, and people perform to their fullest when

they believe their leadership knows what they are doing and why. Nothing will make your people more productive than you knowing how best to manage the business. Become a devoted student and have a focus to grow a successful business. George Keen has written your text book and the class starts now.”

*Jim Knox, RP Power; Little Rock, AR*

“Thank you. I have never taken an extraordinary seminar like this.”

*Marcos Valencia, Tracsa; Guadalajara, Mexico*

“Thank you for the presentation. The discussions were the best material on this subject I have seen in my twelve year career. I look forward to seeing you again”

*M. L. Levy, Ingersoll-Rand Construction and Mining*

### Who Should Attend & Why

Whether you have ever attended a **Currie Management Seminar** or not, this promises to be a valuable seminar for:

- Dealer Principals
- Controllers
- Service Managers
- General Managers
- Branch Managers
- Other Key Managers/ Executives

- Understand the changing landscape in industrial distribution
- Learn the financial benchmarks used by the most successful dealerships in your industry
- Share and learn new ideas and best practices
- View your business' potential in a new way

# Achieving Service Profitability in an Equipment Dealership

## What is the Return on This Investment?

If you paid \$899 for this seminar, \$350 for your airfare and \$351 for meals and other incidentals that would be \$1,600. Certainly everyone is concerned about spending money, but what could you learn and bring back to your dealership?

One dealer found how they could recover their service vehicle expenses, and that totaled \$350,000 ~ about 200% return on their investment.

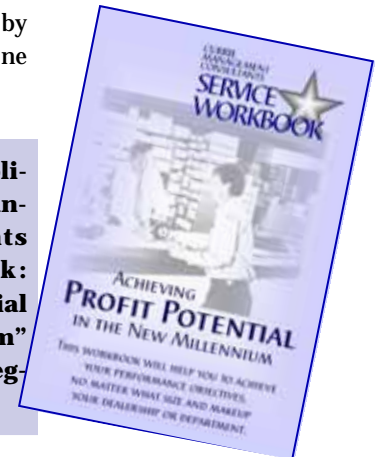
Another dealer with 30 technicians learned better measurements on productivity and added 3% to his productivity.

That was 62 more hours of billing for each technician, or 1,872 hours a year. At \$80 per hour that was \$150,000 in additional billing, or a 94% return

A third dealer learned how to do the analysis of the customers and found that some of the smaller customers were

getting more discount than their larger accounts. Changing some of their policies increased the bottom line by more than \$50,000 in one year.

**A copy of the new publication from Currie Management Consultants "Service Workbook: Achieving Profit Potential in the New Millennium" is included with your registration.**



## First Day Agenda : We Begin at 8:30am

<ul style="list-style-type: none"> <li>• Opening</li> <li>• Marketing &amp; Making Money in Service</li> <li>• Characteristics of a Successful Service Department—Fundamental Business Strategies</li> <li>• Drivers of Service Profitability</li> <li>• Breakout Workgroups—</li> </ul>	<p>Your Approach</p> <ul style="list-style-type: none"> <li>• Service Management Issues</li> <li>• Case Study</li> </ul> <p>Lunch Break: 12:00pm—1:00pm Lunch Provided</p> <p>Afternoon Session: 1:00pm — 5:00pm</p>	<ul style="list-style-type: none"> <li>• Introduction to the Currie Equipment Service Model Including Interactive Spreadsheets</li> <li>• Case Study or Working Session</li> <li>• Benchmarks for Equipment Dealerships</li> <li>• Fundamentals of Marketing and Sales</li> </ul>
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**“You can’t fix what you don’t know is broken, and you can’t fully profit from what you do if you can’t define it.”**

**Jim Knox  
RP Power**

## Second Day Agenda : We Begin at 8:30am

<ul style="list-style-type: none"> <li>• Case Study</li> <li>• Marketing and Sales—Service in Your Value Delivery Vision</li> <li>• Breakout Workgroups—Your Value Proposition</li> <li>• Service Department - Critical Variables</li> </ul>	<p>Lunch Break: 12:00pm—1:00pm Lunch Provided</p> <p>Afternoon Session: 1:00pm — 3:00pm</p> <ul style="list-style-type: none"> <li>• Equipment Fleet Management</li> <li>• Staffing the Service Department</li> </ul>	<ul style="list-style-type: none"> <li>• Service Vehicle Recovery Approaches</li> <li>• Open Forum &amp; Question/Answer Session</li> <li>• Closing</li> </ul>
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**Currie**  
Management  
Consultants, Inc.

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# Registration

## Registration Fees

\$899 for the first registrant  
\$699 each additional registrant from your company

### Return immediately to:

Currie Management Consultants

ATTN: Robin Currie

**Fax: 508.752.9226**

***Please use a separate registration form  
for each participant***

***Check here if registering more than one participant per company***

## Participant Information

\_\_\_\_\_  
Last Name

\_\_\_\_\_  
First Name

\_\_\_\_\_  
Position/Title

\_\_\_\_\_  
Dealership/Company Name

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State/Province

\_\_\_\_\_  
Zip/Postal Code

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
E-mail Address

# Chicago O'Hare Airport

May 10-11, 2010

**Please fax your Registration to 508-752-9226**

## Payment Information



\_\_\_\_\_  
Cardholder Name

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Cardholder Signature

### Hotel Information

The hotel is located at O'Hare Airport.

- We will make your hotel reservations
- We will notify you after your registration what hotel we are using

Room Rate:

*The room rate for this seminar is \$179-199/  
night (plus tax)*

- *We will notify you of airport proximity*
- *You will be told about transportation to and from the airport*

### Travel Information

- *We use major cities and airports to make your travel convenient*

### Cancellations and Refunds

Cancellations received more than 60 days prior to a program will receive a full refund.

Cancellations 31-60 days prior to a seminar will receive a 50% refund.

No refunds can be provided 30 days prior to a program. Substitution of a participant is allowed with notice given to Currie Management Consultants. Hotel reservations are subject to the hotel's policy.

### Meals

Lunch will be provided both days and is included in the registration fee. Dinners are 'on your own.'

### Reservations & Expenses

Please do not make your airplane, hotel or any other related arrangements until you have received your Seminar Confirmation from Currie Management Consultants, Inc. We are not responsible for non-refundable airfare or other travel expenses. You will be contacted with a seminar confirmation at least 30 days prior to the seminar.