



Auto Profit Masters
We make shops **PROFITABLE!**



automated marketing group

Marketing Freedom!



CASE STUDY

An eight-bay shop in Hayes, VA

Before Auto Profit Masters:

- 3 Technicians
- 1 Service Advisor
- \$944,122 Annual Sales



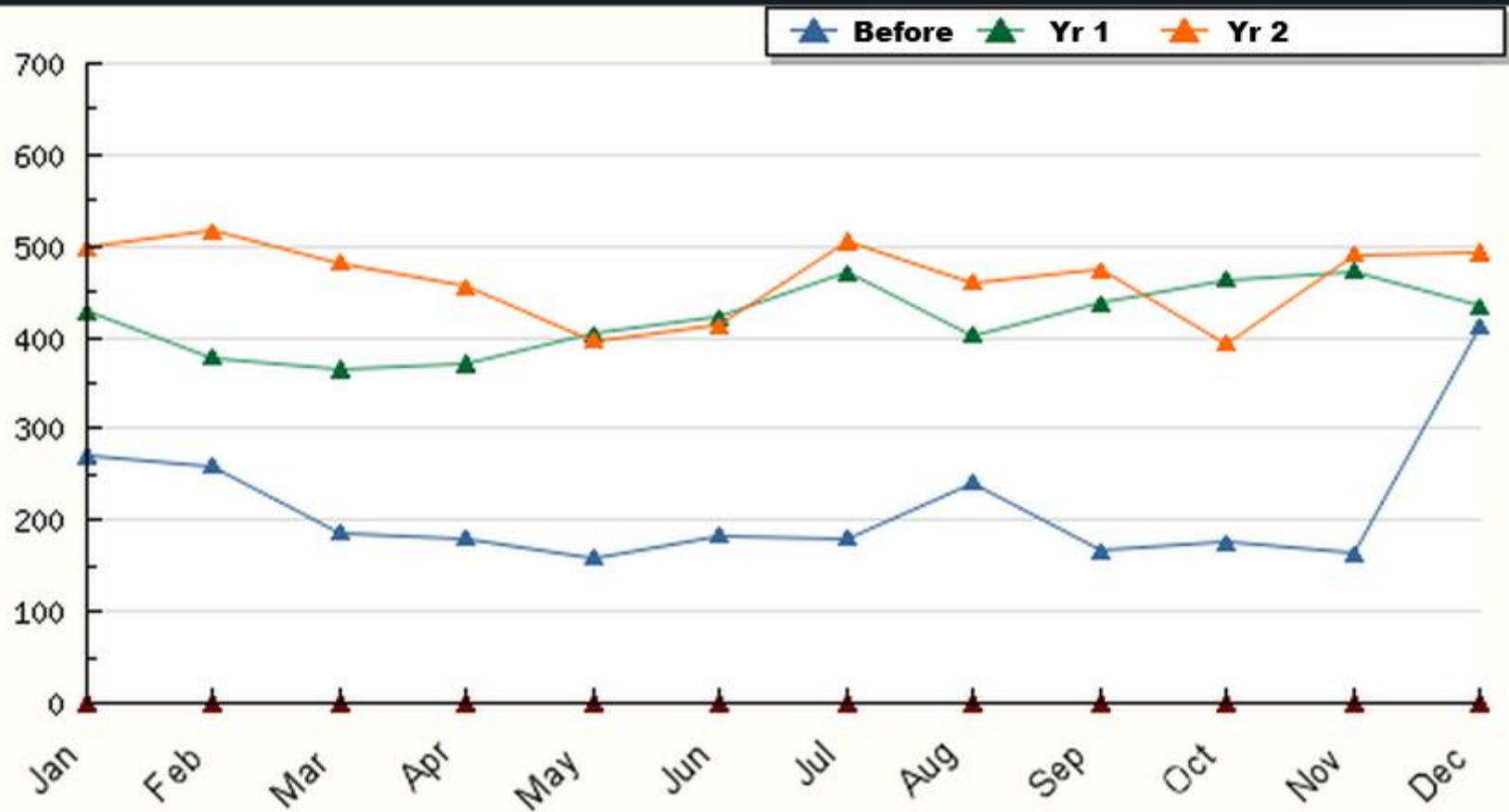
NEEDS

- Increase Average Repair Order (ARO)
- Increase Sales and Average Daily Sales
- Increase PROFITS!!!!!!



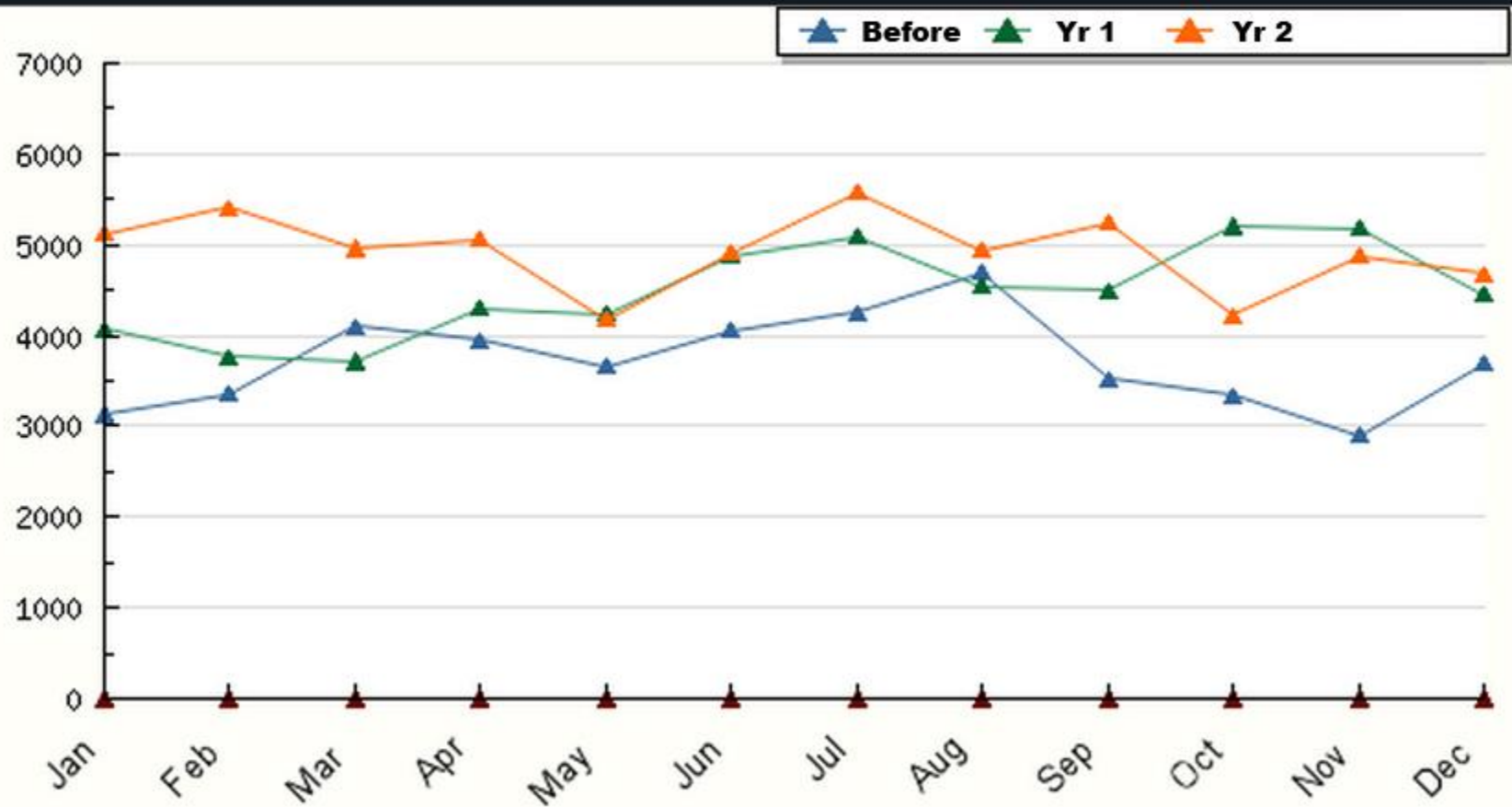
Average RO

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Ave
	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Before	\$271	\$260	\$187	\$181	\$159	\$183	\$180	\$241	\$166	\$176	\$164	\$412	\$215
Yr 1	\$428	\$378	\$365	\$371	\$404	\$422	\$471	\$403	\$437	\$463	\$473	\$434	\$421
Yr 2	\$498	\$517	\$482	\$456	\$397	\$413	\$505	\$460	\$474	\$394	\$491	\$493	\$465



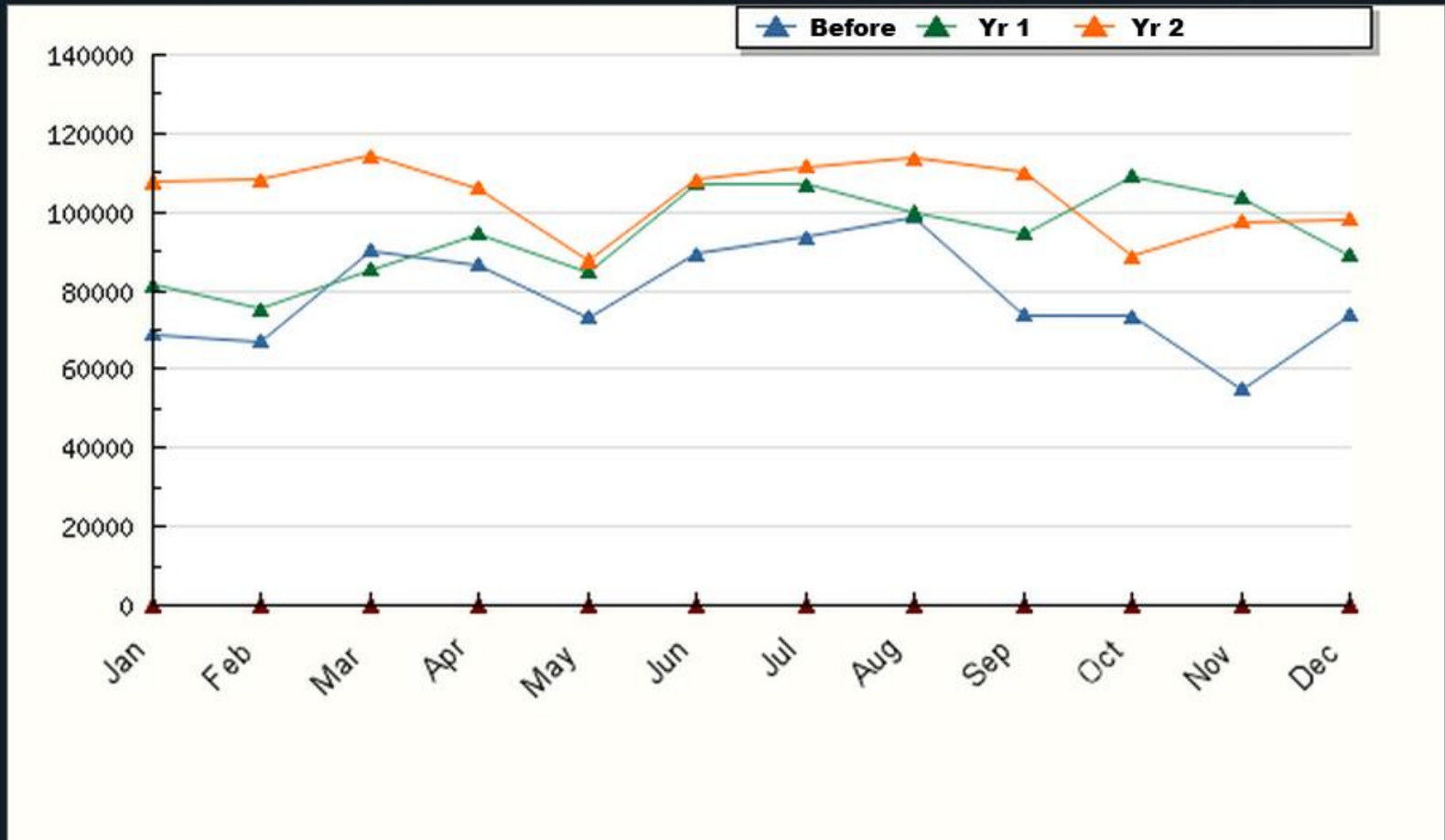
Sales Per Day

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Ave
	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Before	\$3,138	\$3,362	\$4,098	\$3,943	\$3,660	\$4,058	\$4,252	\$4,701	\$3,517	\$3,343	\$2,898	\$3,686	\$3,721
Yr 1	\$4,065	\$3,765	\$3,714	\$4,302	\$4,237	\$4,878	\$5,091	\$4,540	\$4,500	\$5,202	\$5,183	\$4,447	\$4,494
Yr 2	\$5,127	\$5,403	\$4,962	\$5,057	\$4,176	\$4,915	\$5,577	\$4,943	\$5,241	\$4,221	\$4,881	\$4,672	\$4,931



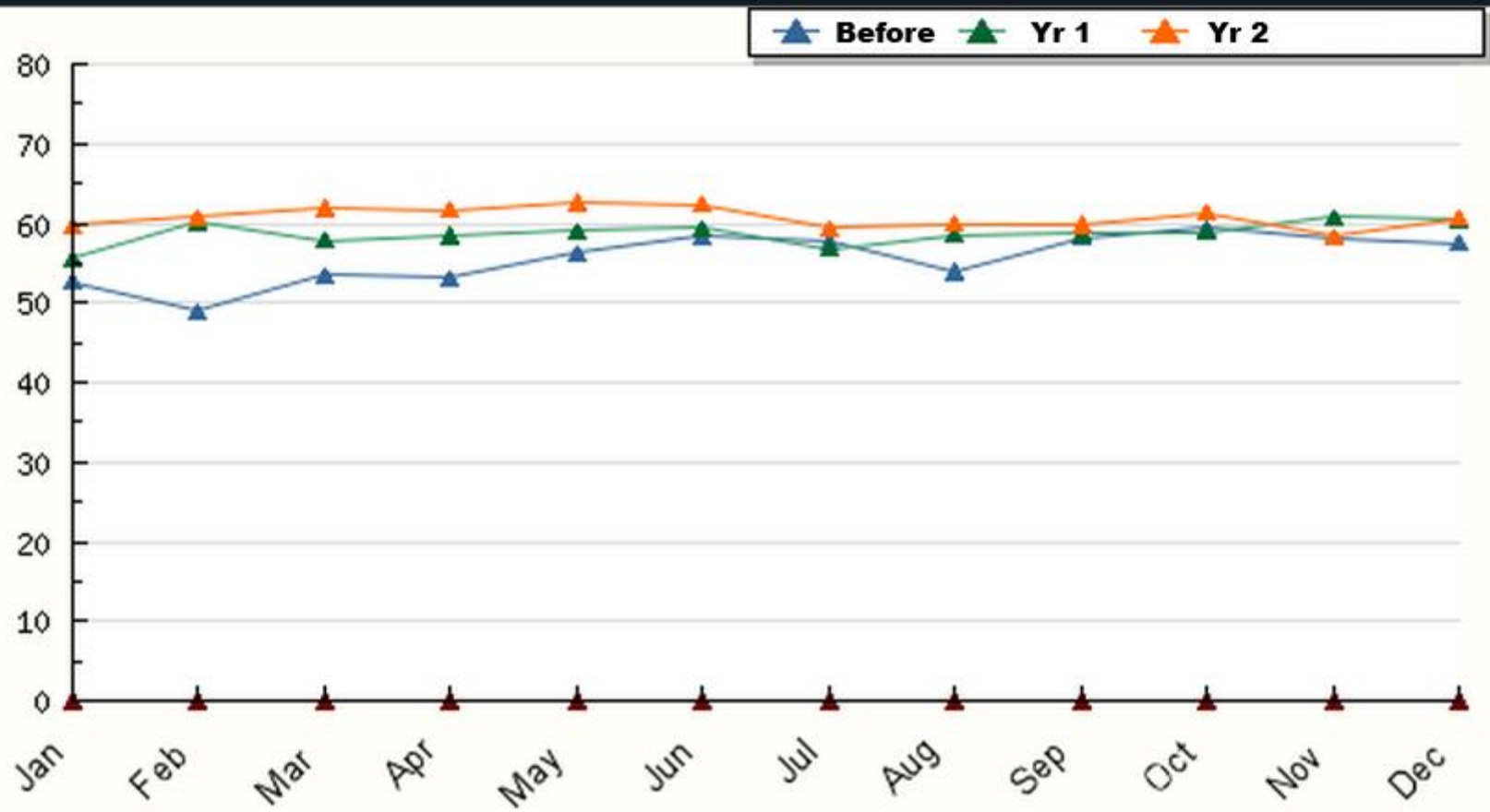
Total Sales

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Before	\$69,040	\$67,247	\$90,160	\$86,738	\$73,202	\$89,272	\$93,552	\$98,723	\$73,854	\$73,551	\$55,054	\$73,729	\$944,122
Yr 1	\$81,300	\$75,309	\$85,427	\$94,641	\$84,748	\$107,309	\$106,905	\$99,873	\$94,491	\$109,247	\$103,666	\$88,949	\$1,131,865
Yr 2	\$107,674	\$108,063	\$114,134	\$106,201	\$87,688	\$108,128	\$111,543	\$113,679	\$110,058	\$88,641	\$97,626	\$98,122	\$1,251,557



Total GP

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Ave
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0%
Before	52.6%	49.0%	53.5%	53.1%	56.3%	58.3%	57.6%	53.9%	58.2%	59.4%	58.2%	57.5%	55.6%
Yr 1	55.6%	60.2%	57.8%	58.4%	59.0%	59.4%	56.8%	58.6%	58.8%	58.9%	60.8%	60.5%	58.7%
Yr 2	59.7%	60.8%	61.9%	61.7%	62.6%	62.3%	59.4%	59.9%	59.8%	61.3%	58.3%	60.6%	60.7%



HOW THIS SHOP IMPROVED

AVERAGE REPAIR ORDER

Increase of 116.3% -- from \$215 to \$465

AVERAGE SALES PER DAY

Increase of 35.5% -- from \$3721 to \$4931

TOTAL GROSS PROFIT

Increase of 5.1% -- from 55.6% to 60.7%

ANNUAL SALES

Increase of 32.6% -- from \$944,122 to \$1,251,557



RPM ToolKit's FREE Services Can't-Live-Withouts

RPM ToolKit Supercharged Services

10 Minute Meeting

Daily Management Checklists

RPM Roadmap

Scheduled Support and Training

On Demand Service Advisor and Shop Owner Training

Hiring and Training ToolKits

Management Responsibility Checklists

Employee Pay Analytics

Attrition Studies



RPM ToolKit's FREE Services Can't-Live-Withouts

Customer Base Quality Analytics
Customer Mapping
Branding Assessment
Comprehensive Market Study
Sales Goal Planning
Annual Ad Budget and Calendar
Annual Marketing Plan



This Shop's Can't-Live-Withouts

Internal Strategies:

- Inspection and Estimate Forms
- Check In Forms
- Incentive Based Pay Plans
- Email Newsletter
- Recorded Secret Shopping

External Strategies:

- Direct Mail
- Adwords Level 2
- Pay Per Click Advertising with Call Tracking
- Website / Mobile Website
- WebPresence Marketing and SEO



These are the systems and processes that were developed and proven by Terry Keller and David Rogers inside their shop and used by 100s of clients successfully.



“We’re not finished, but we’ve got a good looking ARO, the types of employees we have is the best it’s ever been, good morale, good attitude, and my stress level is the lowest it’s been since I’ve started managing the shop. And thanks to AMG’s marketing we’ve got the best customer base we’ve ever had.

If you follow the program, you’ll find out that you don’t have to be a slave to your business.”

- Hayes, VA shop owner

“Being a nice guy doesn’t necessarily bring the desired results. Likewise, being authoritative and gruff in the way you treat employees and others won’t likely earn you the level of respect you desire.

“You can’t demand respect. Rather, you need to earn others’ respect. Find ways to serve others. Treat people as human beings not as objects to control.”

David Rogers

President, Auto Profit Masters



What other client's say about APM and AMG

Incentive Based Pay Plans

“With the APM Incentive Plan that was tailored to fit my shop and my techs, my best tech now regularly bills more than 40 hours a week and my second tech who had never done that before, last week billed 40 hours.”

- Joe Anthony, Owner of 908 Auto

Adwords

“After working with Automated Marketing Group to implement a new AdWords program we’ve rapidly achieved a higher level of visibility in our organic rankings resulting in over \$6,000 of new customer business in two weeks.”

- Joe Saitta , Owner of TLC Auto & Truck Repair

Dear Neighbor Letter

“Before the Dear Neighbor Letter, we were lucky to get \$100 repair orders from customers on their first visit. But the first mailing of the DNL we did brought in 39 clients with an average repair order of \$340.00.”

- Ron Book, Owner of Book’s Automotive



What other client's say about APM and AMG

APM Training

“The efficiency around the shop has skyrocketed, as has the morale. My business is thriving, and I have all the confidence in the world that it will continue to do so!

Thank you Auto Profit Masters!”

- Chris Bogden, Owner of A.U.T.O. Collision

WebPresence Marketing

“As a result of the coordinated and effective marketing that AMG is doing for me, my parking lot is full and my business is growing even though my competitors are all struggling”

- Robert Williams, Owner of S & S Research

RPM ToolKit

“Just wanted to let you guys know that this is the most powerful, eye opening and easiest-to-use business tool I have ever seen. FANTASTIC. Thanks so much!”

- John Stewart, Owner of Real Pro Auto

