

## FIXED OPS

### Quick Lube

#### 2-Month Program Outline

2 Days per Visit

- MENU DEVELOPMENT, IMPLEMENTATION AND UTILIZATION
  - The power of menus
    - Purpose
    - Profit
    - Speed
  - Steps to menu creation
    - Defining profitability
    - Pricing strategies
    - Packages
    - Value adds
  - Digital vs. Paper
  - Tracking
  - Accountability
  - Incentives
- DEFINED EXPRESS / QUICK LUBE PROCESSES
  - Express Qualifiers
  - Express vs. Express +
    - Defining the difference
    - Understanding the needs
  - Speed vs. effectiveness
    - One Tech vs Two Tech Teams
- MULTI-POINT INSPECTION PROCESS
  - Defined standards
  - Measuring performance
  - Consistency in the results
  - Delivering timely
  - Impacts on upsells

- MAINTENANCE SALES INCREASE
  - Identifying the non-negotiables
  - Increasing awareness
  - Show and Tell
  - Presentation skills
  
- MAIN SHOP MAINTENANCE SALES
  - MPI factory
  - How to transition work
  
- QUICK LUBE PROFIT CENTER
  - The power of volume
  - Opportunities vs Order taking
  - Effective pricing strategies