



## Solomon Coyle Dealer Self-Improvement

# Dealer Diagnostic Program

The Dealer Diagnostic is a rational, proven basis for determining the next steps in improving your dealership's performance and profitability.

The Solomon Coyle Dealer Diagnostic Program has three main components:

- Dealer Self-Assessment Worksheet
- Financial Review
- Average Hourly Cost Analysis

**The Dealer Self-Assessment Worksheet** is an online tool designed to look at every area of the business from the perspective of both the staff and management of the dealership. It serves as a mechanism for obtaining focused feedback from across the organization, at every level.

Using the Dealer Self-Assessment Worksheet, the dealership's stakeholders evaluate the company's performance in relation to 130 industry best practice statements. The evaluations result in an effectiveness rating in each of ten core business areas: Order Implementation, Sales and Marketing, Design, Project Management, Customer Service, Warehouse, Delivery and Installation, Automation, Human Resources, Finance and General Management.

Applying our seasoned perspective to the worksheet findings, Solomon Coyle develops a Gap Analysis Report which enables you to better assess operational strengths and weaknesses and highlights areas of opportunity for improvement.

**The Financial Review** consists of an in-depth financial analysis of your past three years of financial statements, a comparison of your dealership to the top performers in the FY2013 Solomon Coyle Operational Performance and Benchmarking Report, and an analysis of your staffing that focuses on expenses and productivity.

Our team analyzes your dealership's performance in terms of operating profit, installed margin, sales volume, service sales and market size and then benchmarks the company against comparable high-performing dealers in the Solomon Coyle Index of aligned dealers.

**Please call us at 703-574-9100 to learn more. At the same time, if you like, we can ask for some details we would need to develop a proposal.**

**The Average Hourly Cost Analysis** (wages + benefits + operations overhead) utilizes dealer financials, payroll, benefits and subcontractor labor information to determine your hourly cost of Design, Project Management and WD&I services.

By helping you understand your true cost of doing business, the Average Hourly Cost Analysis provides valuable input for correctly pricing services, controlling costs and making accurate comparisons to market rates.

Solomon Coyle's Average Hourly Cost Worksheet tool becomes yours to keep so that you can continue to easily update and monitor internal hourly costs.

Overall, the results of the Dealer Diagnostic Program enable you to better assess operational strengths and weaknesses, highlight areas of opportunity for improvement, and chart a rational course toward higher efficiency, effectiveness and profitability.

Solomon Coyle's consultants will meet with your management team online to review our three key deliverables — Gap Analysis Report, Financial Review and Average Hourly Cost Analysis — to make the Dealer Diagnostic process a success and help you convert knowledge into effective forward action.