



# Dynatron's PriceSmart

## Price Optimization for Your Service Department

### Who We Are

Dynatron Software is the nation's leading provider of data analytics and fixed operations consulting. We specialize in price optimization and Customer Pay Effective Labor Rate improvement and file for warranty labor rate and warranty parts margin increases.



**Increase your customer pay ELR to drive additional revenue through 3 major areas of focus:**

- 1. Pricing Optimization:** Establish and maintain Perfect Pricing for retention & profitability
- 2. ELR Maximization:** Easily control labor sale amount and flat rate time
- 3. Warranty Labor Rate & Parts Markup Filing:** We file the best data set each year on time!

**Outcome:** Average ELR increase of **\$11/hr**, an increase of **over \$200K** in annual near-net fixed ops profitability



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# Our Proven Process: Start Smart



## EBIS/ ROAMS DATA ANALYTICS

Use our Business Intelligence, Analytics, and Reporting tools specifically engineered for complete visibility of Automotive Fixed-Ops Department Management and Profit Optimization.

**EBIS:** Use our reporting software to measure, improve, and find the hidden opportunities.

**ROAMS:** The purpose of ROAMS is managerial efficiency - a faster look at every facet of your business.



## COACHING: START SMART/ STAY SMART

Start Smart is a 6 month launch process where your coach will execute a data driven price optimization plan. This leads into the Executive 2-Day Workshop prior to Stay Smart, on-going coaching calls to further impact Price Optimization, and other areas of performance.



## INTELLIGENT SERVICE PRICING MYSTERY SHOP

Know what the aftermarket and dealers are charging in your area with our quarterly Intelligent Mystery shop! You select the competitors, services, and vehicles that you want us to shop and then we review results and suggest adjustments.



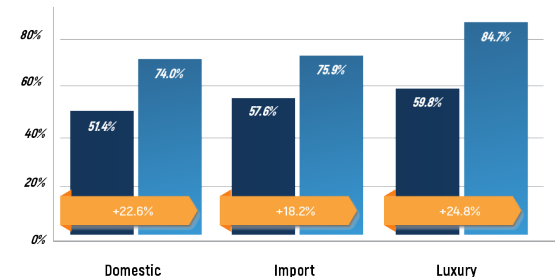
## EXECUTIVE 2-DAY WORKSHOP

Align General Managers and Service Managers on dealership service profit management best practices that will result in a much more profitable service department!



## WARRANTY PARTS MARKUP SUBMISSION

Evaluate your current pricing for gaps and opportunities to create optimal, variable pricing strategy. Increase ELR while remaining competitive.



## WARRANTY LABOR RATE SUBMISSION

Maximize your warranty labor rate increase submissions utilizing Dynatron's propriety Business Intelligence and Analytics tools.



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