



+ **YOUR SERVICE DRIVE** **=** **MORE PROFITS**

**ADD IN-DEMAND, HIGH PROFIT
AUTO APPEARANCE SERVICES
TO YOUR SERVICE DRIVE**



www.TheDingKing.com/service-drive

INCREASE NON NEW CAR SALES REVENUE

- *By offering auto appearance repairs on your service drive, you'll increase both revenue and profits.*
- *Reduce sublet vendor expenses to save money while internalizing auto reconditioning services to create additional profits for the used car department.*

WALK-AROUND INSPECTIONS

- *Identify and profit from pre-existing damage such as door dings, windshield chips and other types of damage that are easy up-sells.*

RETURN ON INVESTMENT FROM 1-3 MONTHS

- *Our program will provide you with the opportunity to eliminate sublet vendor expense for the used car department by bringing auto reconditioning in-house.*
- *Dealers will see the extra dollars previously spent on outsourcing services drop to their bottom line with an immediate impact on their net profits.*

5 YEAR RE-TRAINING GUARANTEE

- *If for any reason your selected technician leaves your employment, The Ding King will re-train a new technician at no additional cost.*



10 SERVICES TO HELP YOUR SERVICE DEPARTMENT INCREASE REVENUES AND PROFIT



OFFER ANY OF THESE SERVICES ON YOUR SERVICE DRIVE

- *Select from the most in-demand auto reconditioning services to help increase service department revenue and profits.*
- *The average charge is \$150 with average repair time of 1 hr.*

STOP SUBBING OUT PROFITS BRING IT IN-HOUSE

- *No need to rely on multiple vendors to get your cars frontline ready. This process can take from 5-10 days and prolongs the average turnover time per car, which also increases carrying costs resulting in less profit.*

POTENTIAL REVENUE PROJECTIONS

NATIONAL AVERAGES

of Service Drive Customers per Month: 1,500

% of Vehicles Having Some Type of Damage: 70% = 1,050

% of Customers Opting for Repairs: 30% = 315 Vehicles

The Average Charge for Repairs: \$150

Gross Revenue: 315 Vehicles x \$150 = \$47,250 Monthly

CUSTOMIZE YOUR OWN POTENTIAL

of Service Drive Customers per Month: _____

% of Vehicles Having Some Type of Damage: _____% = _____

% of Customers Opting for Repairs: _____% = _____ Vehicles

The Average Charge for Repairs: \$ _____

Gross Revenue: _____ Vehicles x \$ _____ = \$ _____ Monthly





**Licensed to Operate
a Training Institute**

BPPE# 3013591

THE DING KING TRAINING INSTITUTE

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OUR LOCATIONS

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