

100

DAYS TO SEASON

One small thing a day to get your dealership ready.

Your dealership

Questions? Let's talk.

info@bobclements.com / 1.800.480.0737

Scan to book a
call with Bob



HEY, I'M SARA.

Season's coming whether we're ready or not, so let's get ready.

For the next 100 days, you'll get one small thing to do for your dealership. Each one takes about 15 minutes. Some days are for service, some are for parts, sales, marketing, or leadership, and every one of them comes from what I've seen work in dealerships across the country.

Write your numbers in here. All of them, even the ones that make you wince. On Day 100, you'll flip back to these first pages and see how far you've come.

30% easier, sustained, beats 100% better, abandoned. One small thing a day. That's the whole plan.

Cheering for you,

Sara Clements-Hey

You don't have to do this alone.

DEALER SUCCESS GROUPS + MARKETING PROGRAM

Monthly one-on-one advising, a monthly peer group, online training, hiring resources, and done-for-you marketing.

<https://clementsdealer.spiffy.co/checkout/dsgs-marketing>



HOW TO USE THIS WORKBOOK

- 1** Do today's task. It takes about 15 minutes.
- 2** Write down what you found. If there's a number, write the number.
- 3** Write one thing you'll do about it.
- 4** Hand the department days to whoever runs that department. Most of the work happens there.

Want more help with a department? Scan for the program that goes with it.



Leadership

Dealer Success
Groups + Marketing
Program



Service

Service Manager
Certification



Parts

Parts Manager
Certification



Sales

Dealership Sales
Accelerator



Marketing

Dealership Marketing
Master Class

STARTING SCORECARD

Write each number in on the day it comes up.

Number	Day	Start
Service Self-Assessment score	Day 7	
Parts Self-Assessment score	Day 8	
Sales Self-Assessment score	Day 9	
Marketing Self-Assessment score	Day 10	
Recovery rate	Day 2	
Tech efficiency	Day 22	
Closing ratio	Day 29	
Email list size	Day 50	

Want someone to walk through these numbers with you?

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Day

1

Write down, in one sentence, the thing that broke you last season.

From Sara

Think about the moment in June when you said, "I never want to experience this again." Then season ended and it didn't seem so bad anymore. That's the one I want written down.

What I found:

What I'll do about it:

Who owns it

By when



Done

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Day

2

Pull last season's department recovery rate (billed hours divided by paid hours).

Department recovery rate

Billed hours

÷

Paid hours

=

Recovery rate

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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SERVICE MANAGER CERTIFICATION

12 sections you can work through at your own pace.

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Day

3 Start a lost-sales notepad at the parts counter.

What I found:

What I'll do about it:

Who owns it	By when	☐ Done

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PARTS MANAGER CERTIFICATION

60+ modules.

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Day

4

Count every open quote you have and write the number down.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

5 Find every place your customer list lives and get them all in one place.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

6

Check your balance: your share of revenue from wholegoods, parts, and service against 60/25/15.

From Sara

Pull your income statement. Most dealerships, when they start this, see 80% of their revenue coming from wholegoods, 15 from parts, and only 5 from service. That is a dealership just waiting for disaster.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

7

Take the Service Self-Assessment. Score what actually happens.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

8

Take the Parts Self-Assessment.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

9

Take the Sales Self-Assessment.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

10

Take the Marketing Self-Assessment.

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

11

Use the four assessments to pick one priority for season.

From Sara

Go back through the four assessments you've taken over the last few days and pick one big thing that needs to change before season. Just one.

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

12

Calculate recovery rate by technician.

Recovery rate, one tech at a time

Billed hours

÷

Paid hours

=

Recovery rate

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

13

Walk up to your counter as a customer would. Are the end caps making you money?

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

14

Give every open quote a stage, a next step, and a date.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

15

Pull every customer who bought from you in the last three to five years.

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

16

Write each person's role in one sentence. Have them write their own and compare.

From Sara

Write down every employee's name and, in one sentence, what they do. Then ask them to write what they think they do. Look for the breaks in understanding, the spots where you think, "Holy smokes, that's what you think you do?"

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

17

Watch one check-in. Write down what you didn't capture before work started.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

18

Front and face one display or aisle.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

19

**Write your 30-second “why us”
and say it out loud until you know
it cold.**

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

20

Google what your customers search for, plus your town. Write down where you showed up.

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

21

Pick the department furthest from its 60/25/15 share and write down one thing that would move it closer.

What I found:

What I'll do about it:

Who owns it

By when



Done

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Day

22

Calculate tech efficiency by technician.

Tech efficiency

Flagged hours

÷

Clocked hours

=

Efficiency

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

23

Write down your current customer discounts.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

24

Call one customer you sold to last season, with no pitch.

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

25

Read your last three mass emails out loud. Do they sound like a person wrote them?

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

Milestone check: What's actually changed?

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Day

26

Look at your balance month by month. In your slowest month, how much of the revenue came from parts and service?

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

27

Write your triage process on one page, including who runs it every day.

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

28

Check freight on your last 10 special orders. Did you make money or lose it?

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

29

Count last month's contacts and deals to get your closing ratio.

Closing ratio

Deals

÷

Contacts

=

Closing ratio

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

30

On your phone, do the one thing you want customers to do on your website. Is it as easy as you think?

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

31

Put annual review dates on the calendar for every employee.

From Sara

Find a time in the next week or two to sit down with every single employee for a review. Put it on the calendar today.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

32

Pull your warranty recovery rate.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

33

First notepad check: find the top five part numbers you missed this month.

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

34

**Follow up on five stale leads.
Count how many tries each one
has had.**

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

35

Pull your manufacturer leads from the last three months. List the ones that fell through the cracks.

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

36

Run a 10-minute standing meeting on one topic.

From Sara

Pick a topic that really needed attention on one of the assessments. Walk to the parts counter, the service department, and the sales floor and say, "This is our focus for the next few months." To be clear is to be kind.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

37

Calculate your labor-to-parts ratio.

Labor to parts

Labor sales

÷

Parts sales

=

Ratio

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

38

Time five counter transactions.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

39

Ask one happy customer for a referral.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

40

Sketch a 90-day marketing plan for every department. Days 1 to 30 locked in, 31 to 60 flexible, 61 to 90 a direction.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

41

Look at who owes you money right now and how long they've owed it.

From Sara

Look at who really owes you money. If a lot of customers are paying on the house, look at offering a credit card or financing option that doesn't come out of your own accounts receivable.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

42

**Call five customers to book
preseason service while the shop
has room.**

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

43

Find 10 parts that haven't sold in 12 months and decide what happens to them.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

44

Work out how many leads it takes to close one deal, then your weekly number.

Your weekly lead number

Leads per deal

×

Deals per week

=

Leads per week

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

45

Merge two scattered customer lists into your main one.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

46

Check how fast you're paying your own bills. Too fast or too slow?

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

47

Write down each tech's level and name the Level 3 you'll develop into a Level 2.

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

48

Get your inventory turns and days on hand.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

49

Write your five most common objections with an answer that leads with value.

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

50

Count your email list and set a goal for 90 days from now.

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

Milestone check: What's actually changed?

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Day

51

Halfway point: reread your Day 1 sentence. Is it still the thing?

From Sara

Go back to what you wrote on Day 1, the thing that drives you to your breaking point in June. Is it still there? If it is, figure out how to fix it today. Not tomorrow, today.

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

52

**Check that jobs are priced
for a Level 2 tech, not your
fastest person.**

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

53

Pull 10 work orders and check the markup on parts sold through service.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

54

Set a reminder so every new buyer gets a call within 48 hours of the sale.

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

55

Get one customer tip from someone in the dealership. Record it and post it.

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

56

Ask your team what wastes their time every week. Listen and don't defend.

From Sara

Ask your team what's wasting their time right now. Oof, I know. Listen, take it in, and don't defend it. When we understand what's wasting our team's time, we can reclaim more of it.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

57

Load tomorrow's shop this afternoon by tech skill and time.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

58

Write down how every incoming parts call gets handled.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

59

Start a conversation with three prospects who aren't ready to buy yet.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

60

Clean up your Google Business Profile: hours, phone, address, categories, and photos.

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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Day

61

Cancel or shorten one recurring meeting.

From Sara

Maybe it's a meeting with an outside company or a manufacturer, or one that just happens and you think, "How did that get in there?" No one will ever be upset that you canceled or shortened a meeting when there's nothing to say. No one.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

62

Set the rule for who updates customers, and when, before they call you.

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

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SERVICE MANAGER CERTIFICATION

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<https://clementsdealer.spiffy.co/checkout/service-manager-certification>



Day

63

**Second notepad check: is the
same top five showing up?
Adjust stocking.**

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

Want help with this?

PARTS MANAGER CERTIFICATION

60+ modules.

<https://clementsdealer.spiffy.co/checkout/bciparts>



Day

64

Push three lingering leads to a clear answer: yes, no, or not now.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

Want help with this?

DEALERSHIP SALES ACCELERATOR

Live monthly sessions.

<https://clementsdealer.spiffy.co/checkout/dealership-sales-accelerator>



Day

65

Find your cost per lead in Google Ads.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

Want help with this?

DEALERSHIP MARKETING MASTER CLASS

30 on-demand sessions.

<https://clementsdealer.spiffy.co/checkout/marketing-master-class>



Day

66

Decide who covers if someone quits in April.

From Sara

Decide, for every single employee, who covers for them if they quit or you have to let them go during season. Nobody likes thinking about losing their best tech. But if it happens, what's the game plan?

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

Want help with this?

DEALER SUCCESS GROUPS + MARKETING PROGRAM

Monthly one-on-one advising, a monthly peer group, online training, hiring resources, and done-for-you marketing.

<https://clementsdealer.spiffy.co/checkout/dsgs-marketing>



Day

67

Watch your service writers. Do they own the customer from check-in to pickup?

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

Want help with this?

SERVICE MANAGER CERTIFICATION

12 sections you can work through at your own pace.

<https://clementsdealer.spiffy.co/checkout/service-manager-certification>



Day

68

Decide who's allowed behind the parts counter and say it out loud.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

Want help with this?

PARTS MANAGER CERTIFICATION

60+ modules.

<https://clementsdealer.spiffy.co/checkout/bciparts>



Day

69

Build a list of 10 service customers running older equipment.

What I found:

What I'll do about it:

Who owns it

By when

		☐ Done
-------	-------	-------------------------------

Want help with this?

DEalersHIP SALES ACCELERATOR

Live monthly sessions.

<https://clementsdealer.spiffy.co/checkout/dealership-sales-accelerator>



Day

70

Pick one offer and build a social post, a postcard, and a mass email around it.

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

Want help with this?

DEALERSHIP MARKETING MASTER CLASS

30 on-demand sessions.

<https://clementsdealer.spiffy.co/checkout/marketing-master-class>



Day

71

Name one behavior you've been tolerating that you'd never hire for.

From Sara

Name the behavior you'd never have hired for if you'd known it existed, then go deal with it. Whatever we don't address, we allow, and we cannot take negative behavior into season.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

72

Put up a stage board so nobody has to guess where a unit is.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

Want help with this?

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Day

73

Set restock points for your top 20 sellers.

What I found:

What I'll do about it:

Who owns it

By when

Done

Want help with this?

PARTS MANAGER CERTIFICATION

60+ modules.

<https://clementsdealer.spiffy.co/checkout/bciparts>



Day

74

Send a test lead through your website and time the response.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

Want help with this?

DEalersHIP SALES ACCELERATOR

Live monthly sessions.

<https://clementsdealer.spiffy.co/checkout/dealership-sales-accelerator>



Day

75

Count the calls to action on your homepage. There should be one.

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

Milestone check: What's actually changed?

Want help with this?

DEALERSHIP MARKETING MASTER CLASS

30 on-demand sessions.

<https://clementsdealer.spiffy.co/checkout/marketing-master-class>



Day

76

Write three non-negotiables that happen every day in season.

From Sara

Write down the three things that, without them, you won't be able to run your dealership in season. Take a minute and write them down.

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

Want help with this?

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Day

77

**Pre-pull parts for scheduled
preseason work straight out
of triage.**

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

Want help with this?

SERVICE MANAGER CERTIFICATION

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Day

78

Teach the counter one add-on sale per category.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

Want help with this?

PARTS MANAGER CERTIFICATION

60+ modules.

<https://clementsdealer.spiffy.co/checkout/bciparts>



Day

79

Walk the lot as a customer would: price tags, clean units, what's missing.

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

Want help with this?

DEalersHIP SALES ACCELERATOR

Live monthly sessions.

<https://clementsdealer.spiffy.co/checkout/dealership-sales-accelerator>



Day

80

Write next month's mass emails, get them approved, and schedule them.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

Want help with this?

DEALERSHIP MARKETING MASTER CLASS

30 on-demand sessions.

<https://clementsdealer.spiffy.co/checkout/marketing-master-class>



Day

81

Pick the one number you'll check every Monday in season.

From Sara

If you have dealership management software, this number should be right there on your dashboard. It might be recovery rate in service, fill rate in parts, or closing ratio in sales. My guess is you already know what you need to be looking at.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

82

**Put a weekly check of
recovery rate and efficiency on
the calendar.**

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

Want help with this?

SERVICE MANAGER CERTIFICATION

12 sections you can work through at your own pace.

<https://clementsdealer.spiffy.co/checkout/service-manager-certification>



Day

83

Check that you'll have enough people behind the counter for April volume.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

Want help with this?

PARTS MANAGER CERTIFICATION

60+ modules.

<https://clementsdealer.spiffy.co/checkout/bciparts>



Day

84

**Write your follow-up cadence:
five to seven touches, each with
a date.**

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

Want help with this?

DEALERSHIP SALES ACCELERATOR

Live monthly sessions.

<https://clementsdealer.spiffy.co/checkout/dealership-sales-accelerator>



Day

85

Ask five happy customers for a Google review.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

Want help with this?

DEALERSHIP MARKETING MASTER CLASS

30 on-demand sessions.

<https://clementsdealer.spiffy.co/checkout/marketing-master-class>



Day

86

Find who's most likely to break in June, and talk to them now.

From Sara

Think about who's most likely to feel overwhelmed when June hits, and go talk to them now about how you can set them up for success. The last thing you need is a surprise you could have planned for.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

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Day

87

Call about every finished unit waiting for pickup.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

Want help with this?

SERVICE MANAGER CERTIFICATION

12 sections you can work through at your own pace.

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Day

88

Cycle count your top 20 parts.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

Want help with this?

PARTS MANAGER CERTIFICATION

60+ modules.

<https://clementsdealer.spiffy.co/checkout/bciparts>



Day

89

Role-play the price objection with a teammate for five minutes.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

Want help with this?

DEALERSHIP SALES ACCELERATOR

Live monthly sessions.

<https://clementsdealer.spiffy.co/checkout/dealership-sales-accelerator>



Day

90

Pull last month's email and social numbers: opens, clicks, leads, and what they cost.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

Want help with this?

DEALERSHIP MARKETING MASTER CLASS

30 on-demand sessions.

<https://clementsdealer.spiffy.co/checkout/marketing-master-class>



Day

91

Write a thank-you note to one employee.

From Sara

Get the pen out, get the paper out, and write one employee a thank you note for what they've been doing. It sounds simple, but what it does for employee morale is incredible.

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

Want help with this?

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Day

92

Walk the shop for clean bays and safety before the rush.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

Want help with this?

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Day

93

Third notepad check: calculate your real fill rate.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

Want help with this?

PARTS MANAGER CERTIFICATION

60+ modules.

<https://clementsdealer.spiffy.co/checkout/bciparts>



Day

94

Block a weekly prospecting time for season and protect it.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

Want help with this?

DEALERSHIP SALES ACCELERATOR

Live monthly sessions.

<https://clementsdealer.spiffy.co/checkout/dealership-sales-accelerator>



Day

95

Put a QR code at your parts counter inviting people to join your email list.

What I found:

What I'll do about it:

Who owns it

By when

☐

Done

Want help with this?

DEALERSHIP MARKETING MASTER CLASS

30 on-demand sessions.

<https://clementsdealer.spiffy.co/checkout/marketing-master-class>



Day

96

Retake the Service Self-Assessment.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

Want help with this?

SERVICE MANAGER CERTIFICATION

12 sections you can work through at your own pace.

<https://clementsdealer.spiffy.co/checkout/service-manager-certification>



Day

97

Retake the Parts Self-Assessment.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

Want help with this?

PARTS MANAGER CERTIFICATION

60+ modules.

<https://clementsdealer.spiffy.co/checkout/bciparts>



Day

98

Retake the Sales Self-Assessment.

What I found:

What I'll do about it:

Who owns it

By when

☐ Done

Want help with this?

DEALERSHIP SALES ACCELERATOR

Live monthly sessions.

<https://clementsdealer.spiffy.co/checkout/dealership-sales-accelerator>



Day

99

Retake the Marketing Self-Assessment.

What I found:

What I'll do about it:

Who owns it

By when



Done

Want help with this?

DEALERSHIP MARKETING MASTER CLASS

30 on-demand sessions.

<https://clementsdealer.spiffy.co/checkout/marketing-master-class>



Day

100

Pick the three habits that stuck and put them on the wall.

From Sara

You made it. Think back over the last 100 days and write down the three habits that really stuck. Put them where you'll see them every day so you remember these things made an impact. I'll see you next season.

What I found:

What I'll do about it:

Who owns it

By when



Done

Milestone check: What's actually changed?

Want help with this?

DEALER SUCCESS GROUPS + MARKETING PROGRAM

Monthly one-on-one advising, a monthly peer group, online training, hiring resources, and done-for-you marketing.

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HOW FAR YOU'VE COME

Your starting numbers are on page 4.

Number	Start	Day 100	Change
Service Self-Assessment score			
Parts Self-Assessment score			
Sales Self-Assessment score			
Marketing Self-Assessment score			
Recovery rate			
Tech efficiency			
Closing ratio			
Email list size			

Want help keeping these numbers moving?

DEALER SUCCESS GROUPS + MARKETING PROGRAM

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100 days got you started. Here's how to keep going.



Marketing

Dealership Marketing Master Class

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Service

Service Manager Certification

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Parts

Parts Manager Certification

109



Sales

Dealership Sales Accelerator

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Leadership

Dealer Success Groups + Marketing Program

111

DEALERSHIP MARKETING MASTER CLASS

You just spent 100 days fixing the basics of your marketing. The Marketing Master Class is 30 sessions that pick up right where you left off, from your email list to your Google profile to deciding whether a co-op offer is worth it.

Inside 30 on-demand sessions.

Goes with

Day 5

Day 25

Day 50

Day 60

Day 75



SCAN TO GET STARTED

<https://clementsdealer.spiffy.co/checkout/marketing-master-class>

SERVICE MANAGER CERTIFICATION

Most service managers were the best tech in the shop, got handed the keys, and figured out the rest on their own. Service Manager Certification is the training that should have come with the keys: triage and workflow, recovery rate and efficiency, pricing, hiring, comp plans, and leading your techs.

Inside 12 sections you can work through at your own pace.

Goes with

Day 2

Day 12

Day 22

Day 27

Day 47



SCAN TO GET STARTED

<https://clementsdealer.spiffy.co/checkout/service-manager-certification>

PARTS MANAGER CERTIFICATION

Your lost-sales notepad told you what you're missing. Parts Manager Certification shows your parts manager what to do about it: stocking, fill rate, pricing, counter sales, and running the department like the profit center it is.

Inside 60+ modules.

Goes with

Day 3

Day 33

Day 63

Day 93



SCAN TO GET STARTED

<https://clementsdealer.spiffy.co/checkout/bciparts>

DEALERSHIP SALES ACCELERATOR

Following up five to seven times, handling the price objection, knowing your closing ratio. That stuff gets easier when you practice it every month. Dealership Sales Accelerator is a live monthly session with Sara Clements-Hey and Bob Clements built for your salespeople.

Inside Live monthly sessions.

Goes with

Day 4

Day 14

Day 29

Day 49

Day 84



SCAN TO GET STARTED

<https://clementsdealer.spiffy.co/checkout/dealership-sales-accelerator>

DEALER SUCCESS GROUPS + MARKETING PROGRAM

You don't have to figure out the dealership on your own. Dealer Success Groups gives you a monthly one-on-one call with senior advisor Jeff Blackton and a monthly peer group with other dealers who get it. Pair it with our marketing program and we'll run your marketing too, so you can spend your time leading instead of posting.

Inside Monthly one-on-one advising, a monthly peer group, online training, hiring resources, and done-for-you marketing.

Goes with

Day 1

Day 11

Day 51

Day 76

Day 100



SCAN TO GET STARTED

<https://clementsdealer.spiffy.co/checkout/dsgs-marketing>

CHEERING FOR YOU.



Scan to talk with our team

**DEALER SUCCESS GROUPS +
MARKETING PROGRAM**



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