



SUCCESS STORY

MIDWEST TOYOTA DEALERSHIP

The Challenge

This Toyota dealership was an established dealership with a capable service department but lacked the structure and consistency needed to drive sustained growth. The leadership team recognized that the department was meeting daily demands but wasn't operating at its full potential. The challenge wasn't a lack of effort; it was the need for clearer processes, advisor confidence, and actionable data to connect individual performance with department-wide success.

Our Approach

We were brought in to create a structured, transparent performance framework that would empower advisors and leadership to make informed, data-driven decisions. The focus was on accountability, process execution, and advisor development, with an emphasis on making the numbers meaningful to the people behind them.

We were on site for eight months, typically one to two weeks per month, providing hands-on collaboration with management and advisors. Together, we established a clear foundation for performance measurement and team alignment.

Key initiatives included:

Maintenance Menu Redesign: Introduced a time-and-mileage-based maintenance menu that improved advisor presentation and customer understanding.

Advisor Development: Delivered real-time, on-the-drive coaching and classroom-style training to strengthen customer communication, sales confidence, and process discipline.

Process Consistency: Implemented a standardized service drive process that ensured customers were greeted quickly and consistently, allowing advisors more time to build trust and identify opportunities.

Reporting and Transparency: Rolled out daily performance reporting that tracked:

- **Individual advisor performance and maintenance sales**
- **Year-over-year growth trends**
- **Gross profit contribution by category**

Leadership Collaboration: Partnered with the management team to build an accountability structure that connected daily actions with long-term goals.

The Transformation

By creating clarity and consistency, this Toyota's service department began to operate with greater confidence and cohesion. Advisors gained a better understanding of their performance and learned how to directly influence their results through the behaviors they practiced daily.

The department saw substantial financial improvement across key performance indicators. Customer pay sales increased by \$467,045, and gross profit grew by \$614,588, representing a 32.9% increase in customer pay sales and a 40.45% increase in gross profit over the course of the program.

Beyond the numbers, the department developed stronger communication, higher morale, and a shared commitment to continuous improvement. Advisors and managers alike began to see the power of combining process, accountability, and genuine customer care.

Results

Customer Pay Sales Increase: +467,045

Gross Profit Lift: +\$614,588

CP Growth: +32.9%

Gross Profit Growth: +40.45%

On Site Program Duration: 8 months

Key Takeaways

Transparency builds trust. When data is visible, teams understand how their actions impact results.

Consistency across advisors and leadership creates scalable success.

Real-time coaching and process refinement transform culture as much as they transform profit.

The combination of data-driven reporting and human connection drives sustainable improvement.