



# SUCCESS STORY

## SOUTHERN CALIFORNIA TOYOTA DEALERSHIP

## The Challenge

When we joined forces with this Southern California Toyota, the dealership was at a pivotal point of transition. A new service manager had just stepped into leadership creating the perfect opportunity to refocus and rebuild the service department.

While customer volume was strong, the department needed greater balance, structure, and accountability. Express advisors were handling most of the repair orders, but those jobs were lower-value and less profitable. More experienced advisors were underutilized, and processes for maintenance sales and advisor performance lacked uniformity. The goal was clear: create a more consistent, profitable, and customer-centered operation.

## Our Approach

We worked hand in hand with the incoming service manager to realign the department from the inside out. This engagement was deeply collaborative. We were on site for twelve months, one to two weeks each month, working alongside the service team to implement strategy while the manager focused on driving cultural and engagement improvements.

The service manager often jokes that we were the “hired guns” brought in to help accelerate the process. In his words, he would have been able to achieve similar results over a few years, but together, we compressed that timeline into twelve months through a true divide-and-conquer partnership.

### Key initiatives included:

**Maintenance Menu Overhaul:** Created an à la carte, time-and-mileage-based maintenance menu that helped advisors present services consistently and transparently.

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

**Gamification and Incentives:** Implemented advisor competitions and recognition programs to encourage consistent execution.

**Pay Plan Revamp:** Realigned advisor compensation to reward performance and customer satisfaction.

**BDC Rebuild:** Collaborated with a new BDC manager to rebuild outbound call strategies and improve **TLE conversion**, a key Toyota metric.

**System Optimization:** Refined the **Reynolds and Reynolds DMS** for more accurate reporting and actionable data.

**Performance Reporting:** Established daily reports tracking:

Individual advisor performance

Year-over-year trends

Maintenance sales and op code utilization

## The Transformation

This was a transformation that began with people. By redistributing repair orders evenly, advisors had more time to engage customers and present maintenance recommendations with confidence.

The results were extraordinary. Several advisors grew from \$25,000 to \$35,000 per month in customer pay labor sales to over \$100,000 per month, joining the newly created **"100K Club."** Performance minimums were redefined as every advisor began exceeding expectations.

The partnership between Pacesetter and the service manager became the cornerstone of success. Together, we established a rhythm of progress, transparency, and accountability. The service manager's leadership and adoption of our framework created a culture where excellence became the standard.

Another notable outcome was a **\$30 increase in the store's warranty labor rate**, approved by the manufacturer within the first six months of our engagement. This increase was achieved because of the measurable improvements in service department performance, consistency, and documentation. It truly represents a powerful validation of the department's growth and operational credibility.

## Results

**Customer Pay Sales Increase:** +\$1.73M

**Gross Profit Lift:** +\$1.97M

**Average CP Growth:** +33%

**Warranty Labor Rate Increase:** +\$30 (approved by manufacturer during program)

**Multiple advisors grew from \$25K–\$35K to over \$100K per month in CP labor sales**

**On Site Program Duration:** 12 months

## Key Takeaways

The collaboration between us and the service manager was the defining factor in this program's success. True partnership allows strategy and culture to evolve simultaneously.

Consistent, real-time coaching creates lasting behavioral change that shows up both in performance and manufacturer recognition.

Focused on-site implementation accelerates transformation that would otherwise take years to achieve.