
GROUP 600 DAVENPORT, IA
EXECUTIVE SESSION
MARCH 30-APRIL 1, 2020

Best Idea Review from Kona, HI

*****First Place *****

Darrin McLea. **The Ticket Can.** A ticket spiff program. There is a can filled with raffle tickets labeled with \$1-\$10 on them. When vehicle comes in, and after a DVI is performed, and items are noted, estimated and sold, each job is a ticket, so if three things get sold, employee earns three chances. So, it's essentially a lottery. Could have 40 or 100 tickets.

*****Second Place 4-way tie*****

John Daniels. **Waze Navigation.** Everyone measures how far away something is by time (2 hours away, and hour away, etc.). Waze is a crowd sourced traffic information. Offers branded "pins" where users can see your logo over your location. Also offers data – like how many people saw your business on the app and see how many customers used the app and navigated to the business.

Sally Thomas. **Project Management.** Trello Board. Super easy way to manage projects online. For example, like a remodel, Projects are broken out into shop, break out, play bay, showroom, etc. and you can tag who is responsible for each mini project. Employees can click off finished tasks or leave messages. Also use Trello for new construction stores.

Luis Navarro/ Alejandro. **Informational videos.** Designed to educate the customer. 50 seconds of certified service. Take a minute to explain to customers how certain systems work like brakes, or coolant, or alignments. Currently have 10 videos that run on loop in the stores.

Brock Rude. **Veterans Day Oil Change.** Used vendors to offset the cost of free LOF for veterans. Posted once on FB and got thousands of likes, 82 oil changes, and a lot of attention/gratitude from customers.

Moore Tires

What would be a fair annual wage for a store manager for a \$8M @ 42% g/p and 6% net store. (Kona)

Who is ADA compliant on their E-commerce website? (Kona)

Old topic but looking for better results. Moore Tires has reviewed our credit card fees. Our October statement has 99 different fees, adjustments and expenses. Our "EFFECTIVE RATE" to except each credit card is 2.53% companywide resulting in over \$140,000 of annual charges from credit card companies. BEST: 0.38% VISA Debit Regulated, WORST: VISA Signature Preferred

Standard 4.83%. Any better suggestions than Worldpay/Merchant Partners? Who is willing to start adding a convenience fee? (Kona)

Our last acquisition required a bank loan for our LLC. We had the loan structured to Side Collateralize with personal guarantees matching our LLC ownership ratios: 51% Jeff 39% Brock 10% Greg. Our regional \$6 Billion Asset Midland States Bank informed us any new loans they will not Side Collateralize, and we will each have to sign personal guaranties for the full amount. Anyone fight this without switching banks? (Kona)

Thomas Tire

For those of you who are continuing to add additional locations and are/have purchased existing businesses, how much do you invest in the remodel of said location to get it to your standard? (Kona)

How many in the group currently pay their front counter sales (not manager) on some sort of commission program vs strictly hourly? For those who do pay them commission what portion does that account for on their total compensation? And for those who do pay this way, do you ever feel/receive complaints about your sales staff being too pushy with sales? Does it create division/animosity on the counter? (Kona)

The first half of this year was solid with regards to revenue, but the second half of the year seems to have been a battle to maintain last year's numbers or hit expected targeted revenues. Has anyone else in the group experienced this and what are your thoughts/concerns moving in to 2020? A strong indicator for the "health" of the economy that I have always watched is the trucking industry and they have struggled this year. Loads are down significantly, and they are preparing for a major downturn in their business. What are you/have you/will you do to prepare for a change in the economy? (Kona)

What percentage of your advertising budget goes to 1) radio 2) digital 3) tv 4) direct mail 5) college sponsorships 6) other and do you plan on making any significant changes to that breakdown/total spend in the next year? (Kona)

For those of you that have a heavy tire sales store(s), do you ever see tire sales trend that are cyclical? (Kona)

How do your stores handle tires that need to be send back for adjustment? What is the process and how do you ensure that it is being followed? (Kona)

Big Chief Tire

How do you handle customer damage complaints? Specifically, the ones where there is just no proof either way? "This scratch wasn't here when I brought my car in". What's your process? (Kona)

What is your policy for reporting on the job injuries? (Kona)

Chabill's Tire & Auto Service

I know we discuss this a lot, but in 2020 my focus is going to be largely on increasing tire unit sales. Can we discuss your approach to a tire sale, what works for your salespeople, as well as what motivates your customers? (Kona)

Recently NTW has approached me with a competitive offer to move my MAST business to them rather than dealing direct. Have any of you made the jump from direct to indirect with a manufacturer? What do you see as the pros and cons? (Kona)

Tire's Plus

Operations manager/General Manager salary and incentive plan? (Kona)

Does anybody have a job description for an Operations/General Manager position? (Kona)

Does anybody have high interest savings account they are using for extra cash? (Kona)

Suburban Tire Auto Repair Centers

When do you pull the plug on an underperforming store / Store Manager? (Kona)

We need to improve car count and are thinking of using Mudlick. Is anybody using Mudlick? If so, how well is it working for you? Does anyone have data on which coupons perform best? If not Mudlick, what is working for you to drive in car count? (Kona)

Is anybody using Kukui? If so, how do you like it? Pro's and Cons? (Kona)

Has anyone heard Napa's Apprentice Technician program? If so, do you know anyone that has started on the program? If not, I can share details of the program. (Kona)

McClea's Tire

How successful is everyone with online tire sales? What would the group consider to be successful whether it's number of tires, revenue, profit, or quotes requested? I feel everyone says you need to have your "tire prices" online, but there is no specific goal in mind. It's time to start identifying our websites as a virtual location with sales goals in mind or some type of measurable data. (Kona)

Bruce's Tire & Auto Service

EV's. Is anyone doing any kind of service to them? Any training for sales / techs that you suggest? (Kona)

ASSET MANAGEMENT

What if any methods or tools are you using to track purchases, repairs, movement of assets/equipment beyond the accounting software? (Kona)

Daniels Tire Service

What percent of sales are you targeting for spending on advertising annually? (Kona)

