

Connect Dealer 10-Group

Six Months to Data-Driven Dealership

Service Description:

The Connect Dealer 10-Group is a structured, results-driven program for dealership owners and leaders who want to run their business by the numbers. Over six months, you will join a group of 10 non-competing dealers, matched by size, product type, and market profile. Together, we will build the habits, systems, and tracking tools that turn raw data into measurable growth. Each month, we focus on one revenue center, introduce key performance indicators (KPIs), explain why they matter, show how to track them, and share industry benchmarks. You will leave each session with clear next steps to implement before the following month.

The Connect Difference:

Connect delivers a structured, data-driven approach to dealership improvement. We avoid theory and jargon, focusing instead on clear metrics, functional accountability, and actionable strategies that drive real progress.

We do not believe in one-size-fits-all. Each group is carefully matched so members can share openly without competitive risk. We combine our proven Connect Dealer Optimization framework with peer accountability to help you take measurable steps forward every month.

How It Works

1. Apply – Submit your application to be matched with your best-fit group.
2. Meet Monthly – Participate in a 2-hour virtual session focused on one part of your business.
3. Implement & Improve – Apply what you learn, track your progress, and build momentum.

Who This Is For

- Equipment dealers of all types, including golf cars and LSVs, material handling, construction equipment, marine, recreational vehicles (RVs), powersports and more
- Owners and leadership teams ready to build a culture of tracking and accountability
- Businesses looking for benchmarks, clarity, and peer insight to improve results

Investment

\$300 / Month for 6 Months

- Includes:
- Monthly 2-hour virtual peer group sessions
 - Department-by-department diagnostics and KPIs
 - Benchmarking and best practice sharing
 - Tracking tools to measure progress
 - Accountability coaching to ensure action

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Program Details

Month 1 – Whole Business Health & Tracking

We begin with a full review of your dealership's financial health. This includes evaluating overall revenue, expenses, profit, and profit margin, along with how well transactions are allocated to the correct revenue centers. We emphasize the importance of proper categorization to ensure accurate measurement and improvement. We will also discuss internal billing practices to ensure fair and consistent interdepartmental charges — avoiding at-cost or below-cost billing that can distort performance metrics.

Month 2 – Sales Revenue Center Optimization

We focus on sales department performance, cost allocation, and profitability. This includes ensuring that sales transactions correctly account for service and parts costs related to sold units, so that each revenue center reflects its true contribution to the business. We will review KPIs such as gross margin, sales conversion rates, and inventory turnover.

Month 3 – Service Revenue Center Optimization

We analyze service department profitability and productivity, reviewing technician efficiency, billed vs. available hours, labor rate effectiveness, and customer retention. We address internal billing from service to other departments to ensure accurate costing.

Month 4 – Parts Revenue Center Optimization

We examine parts operations with an eye on profitability, inventory accuracy, fill rates, and turns. This includes ensuring parts used in sales and service transactions are billed correctly to the appropriate department.

Month 5 – Rental & Auxiliary Profit Center Optimization

We assess the performance of rentals, leasing, and any other auxiliary offerings. This includes utilization rates, pricing strategy, and how well these areas contribute to overall dealership profitability.

Month 6 – Integration & Continuous Improvement

We tie everything together, building a comprehensive scorecard that integrates all revenue centers. We create action plans for sustaining improvements, leveraging benchmarks, and using peer group accountability to keep progress on track.

Ready to Transform Your Dealership?

Join the next Connect Dealer 10-Group and take control of your numbers, your strategy, and your results.

Apply Now!

<https://connect-cscc.com/dealer-10-group-application>