

## **Getting BrakeSaver Launched in your Shop**

*There are four steps to becoming a successful BrakeSaver Service Center...*

### **1. DETERMINE WHAT YOU WILL CHARGE** *(See Opposite Side for Worksheet)*

Determine the labor time to pay the tech for this value added service and the retail price the customer will pay.

Suggested Retail Charge = \$50 to \$100 per axle

Suggested Service op code = "Brake Rotor Match-Machining"

Suggested Flat Rate Per Axle = .6 to .8

### **2. GET ON-LINE AND ON-SITE TRAINING FOR TECHS**

Insist that all technicians become certified Pro-Cut techs. This begins with an on-line course and exam that can be found at:

<http://www.procutusa.com/learning/default.aspx>

Once a tech has passed the on-line exam they can earn Certified Tech status with completion of on-site training given by the local Pro-Cut certified trainer (included with lathe purchase).

### **3. TRAIN STAFF TO SELL THE BRAKESAVER SERVICE**

Have Service Writers take the on-line training and quiz found on our website:

<https://www.procutusa.com/serviceadvisortraining.aspx>

A small incentive to your Service Writers in the first 3 months of operation can help jump-start this effort. Require that your Service Writers offer the BrakeSaver upgrade to customers seeking brake service.

### **4. DISPLAY AND PROMOTE CUSTOMER FACING POINT OF SALE MATERIALS IN YOUR SHOP**

Rotor models should be placed within easy view and reach of customers and Service Writers. Window cling sticker should be placed on an entrance door and poster should be hung either in the waiting room or write up area. Make sure your listing on [brakesavernation.com](http://brakesavernation.com) acknowledges your shop as a certified BrakeSaver service center. If not, contact Heather at Pro-Cut to be added: 1-800-543-6618 ext137

### **ESSENTIAL ELEMENTS OF THE BRAKESAVER POINT OF SALE MATERIALS INCLUDE:**

- DOOR DECAL
- POSTER
- ROTOR DEMONSTRATION MODEL
- SERVICE ENTRANCE WINDOW CLING STICKER

**BRAKESAVER SHOP SET-UP WORKSHEET**

**EXAMPLE**

**YOUR SHOP**

<b>Number of Jobs Per Week</b>	<b>20</b>	
<b>Retail Labor Rate</b> (Per Hour)	<b>\$100.00</b>	\$
<b>Suggested Retail Charge:</b> (Per Axle)	<b>\$80.00</b>	\$
<b>Labor Cost / hr.:</b> (Based on 30% Cost)	<b>\$24.00</b>	\$
<b>Labor Operation Code:</b> (Set-up Op-Code Per Axle)	<b>Brake Rotor Match-Machining</b>	
<b>Flat Rate Unit Charge:</b> (Above Standard Brake Job)	<b>0.8</b>	\$
<b>NEW Annual Rotor Matching Revenue:</b>	<b>\$83,200.00</b>	\$
<b>Labor Lost:</b> (Annualized)	<b>\$24,960.00</b>	\$
<b>Consumable Cost:</b> (Based on \$1 per Service or 2 Rotors)	<b>\$1,040.00</b>	\$
<b>Total Annual Net Profit for Adding Rotor Matching:</b>	<b>\$57,200.00</b>	\$