

# 2023

DEALERSHIP  
WORKFORCE  
STUDY

2022 CALENDAR YEAR DATA

Truck Retail:

## NATIONAL & REGIONAL TRENDS IN COMPENSATION, BENEFITS & RETENTION REPORT

COMPENSATION | RETENTION & TURNOVER | REGIONAL ANALYSIS | DEMOGRAPHICS | BENEFITS

### Sample Pages Only



AMERICAN TRUCK DEALERS  
atdworkforcestudy.com | 800.557.6232

## II. Executive Summary

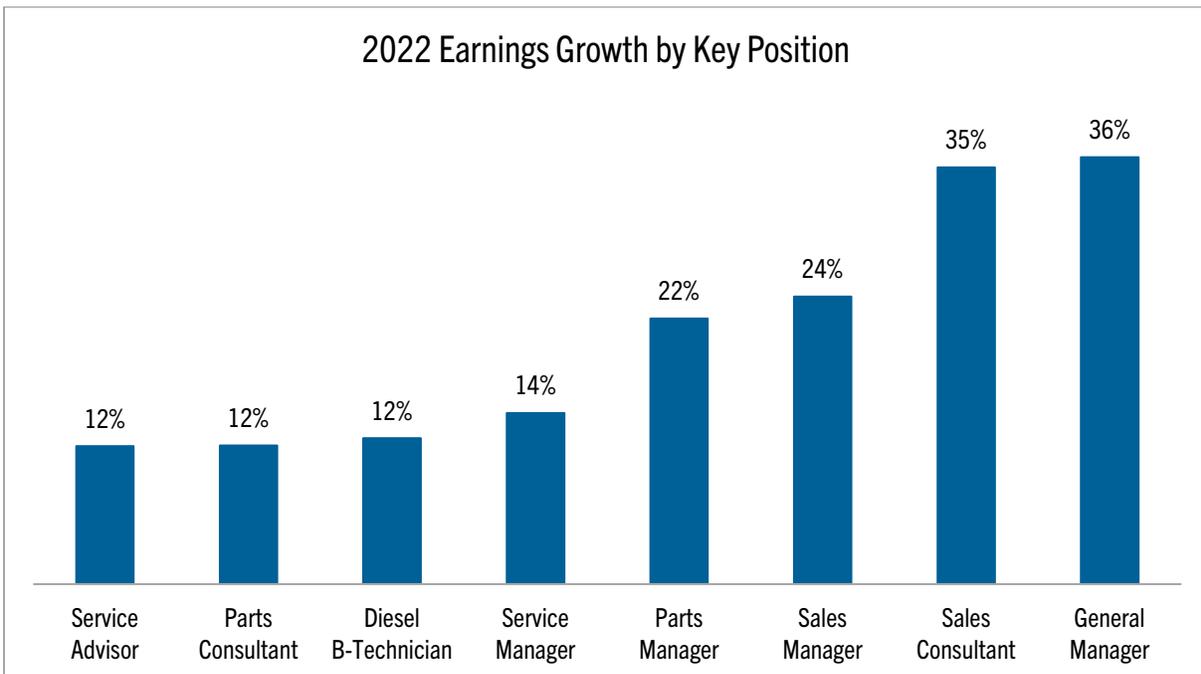
Commercial truck sales increased in 2022, despite the industry experiencing significant supply-chain issues through the year. As a result, average weekly and median earnings increased significantly for all key positions.

- The 2022 average weekly earnings in participating dealerships increased 16 percent after an 11 percent increase in 2021.
- Similar levels of increase were seen in Same Stores' average and median weekly earnings.
- 2022 earnings growth in commercial truck dealerships exceeded earnings growth in the U.S. Private Sector<sup>1</sup> and exceeded the eight percent rate of inflation.
- Truck dealership median weekly earnings in 2022 were 26 percent higher than the U.S. private sector median weekly earnings.

Data Source	Average Weekly Earnings			Median Weekly Earnings		
	2021	2022	Growth	2021	2022	Growth
All Truck Dealerships	\$1,514	\$1,761	↑ 16%	\$1,205	\$1,334	↑ 11%
Truck Same Stores	\$1,518	\$1,723	↑ 14%	\$1,203	\$1,333	↑ 11%
BLS U.S. Private Sector	\$1,063	\$1,114	↑ 5%	\$988	\$1,059	↑ 7%

The double-digit growth rates in 2022 earnings were seen across all key positions. General managers and sales consultants had the highest increases in weekly earnings at 36 percent and 35 percent respectively.

- Diesel B-Technician average annual earnings increased 12 percent in 2022 after increasing only four percent in 2021.
- Service manager average annual earnings increased 14 percent after increasing six percent in 2021 and service advisor earnings increased 12 percent after a six percent increase in 2021.
- Parts manager average annual earnings increased 22 percent on top of a nine percent increase in 2021 while parts consultant earnings increased 12 percent after a 16 percent increase in 2021.

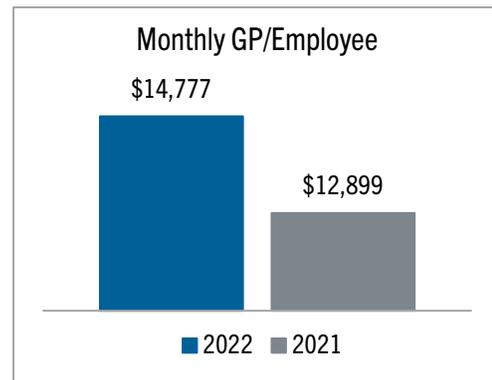


<sup>1</sup> U.S. Bureau of Labor Statistics (BLS) 2022 weekly earnings of all non-farm private sector full-time wage and salary workers.

All Truck Dealers	Average Annual Earnings			Median Annual Earnings		
	2021	2022	Growth	2021	2022	Growth
<b>All Positions</b>	<b>\$78,740</b>	<b>\$91,556</b>	<b>↑ 16%</b>	<b>\$62,660</b>	<b>\$69,389</b>	<b>↑ 11%</b>
General Manager/Operator	\$208,868	\$283,205	↑ 36%	\$178,298	\$219,008	↑ 23%
Sales Manager	\$185,850	\$230,411	↑ 24%	\$162,305	\$187,781	↑ 16%
Service Manager	\$101,597	\$116,100	↑ 14%	\$95,198	\$107,873	↑ 13%
Parts Manager	\$102,990	\$125,799	↑ 22%	\$94,986	\$108,991	↑ 15%
Sales Consultant	\$155,414	\$209,410	↑ 35%	\$125,100	\$165,634	↑ 32%
Service Advisor/Writer	\$60,902	\$67,917	↑ 12%	\$59,442	\$64,896	↑ 9%
Diesel B-Technician	\$65,123	\$73,045	↑ 12%	\$62,405	\$69,791	↑ 12%
Parts Consultant	\$66,016	\$73,652	↑ 12%	\$60,828	\$67,885	↑ 12%

## 2022 Employee Productivity

For more than a decade employee productivity in franchised car dealerships has been measured using monthly gross profit per employee (Monthly GP/Employee.) Since most managers and employees are paid based on production goals, employee productivity and earnings growth go together. This is the first time we have reported employee productivity in commercial truck dealerships. The monthly gross profit per employee in 2022 was \$14,777 an increase of 15 percent compared to \$12,899 in 2021. By comparison employee productivity in car dealerships set a new record in 2022 of \$13,840 gross profit per month per employee.



## 2022 Total Retention and Turnover

The 2022 annualized combined turnover for all positions and titles was unchanged at 24 percent. One-year retention dropped three points to 77 percent while three-year retention dropped four points to 56 percent indicating a loss in longer-tenured, experienced employees.



## Pay Plans and Incentives

### Sales Consultant

- Only ten percent of the Study participants are paying sales consultants 100 percent commission-based pay plans only.
- Seventy percent of the participants are using base salary plus commission pay plans, and some are adding other incentives.
- Twenty percent of the participants offer 100 percent commission-based pay plans and base salary plus commission plans.
- On average, 35 percent of sales consultant compensation is fixed and 65 percent of their compensation is variable.
- Many participants include various types of pay guarantees for sales consultants during training.

### Diesel technicians

- Only ten percent of the Study participants are paying diesel technicians using flat rate pay plans.
- Eighty percent of the participants are paying diesel technicians on an hourly rate basis.
- Ten percent of the participants offer both flat rate and hourly plans – in most cases it is A-technicians who are paid flat rate.
- Seventy percent of the participants' pay plans include weekly or monthly productivity or proficiency bonuses.
- Ten percent of the participants pay their technicians quarterly or annual loyalty or longevity bonuses as a retention incentive.

## Employee Orientation, Training and Development

The 2023 ATD Dealership Workforce Study survey included questions about the Orientation, Training and Development that dealerships provide for their employees.

*How much training (in days) do you give your new sales consultants before they are left on their own with customers?*

- Average = 63 days
- Median = 30 days

*How much training (in days) do you give new service advisers before they are left on their own with customers?*

- Average = 28 days
- Median = 20 days

*Do your senior leaders (Dealer Principal, General Manager, Owner) meet with new hires to express the company's history, fundamental beliefs, and core values?*

- Yes = 45% of participants
- No = 55% of participants

*Do you have a formal new hire orientation training program?*

- Yes = 57% of participants
- No = 43% of participants

*If yes, how long is the new hire orientation training? (In days)*

- Average = 5 days
- Median = 1 day

*Do you have an employee mentoring program?*

- Yes = 37% of participants
- No = 63% of participants

*Does your company have defined career paths for your employees?*

- Yes = 14% of participants
- No = 86% of participants

*Are any of your service technicians certified to service Electric Vehicles?*

- Yes = 35% of participants
- No = 65% of participants

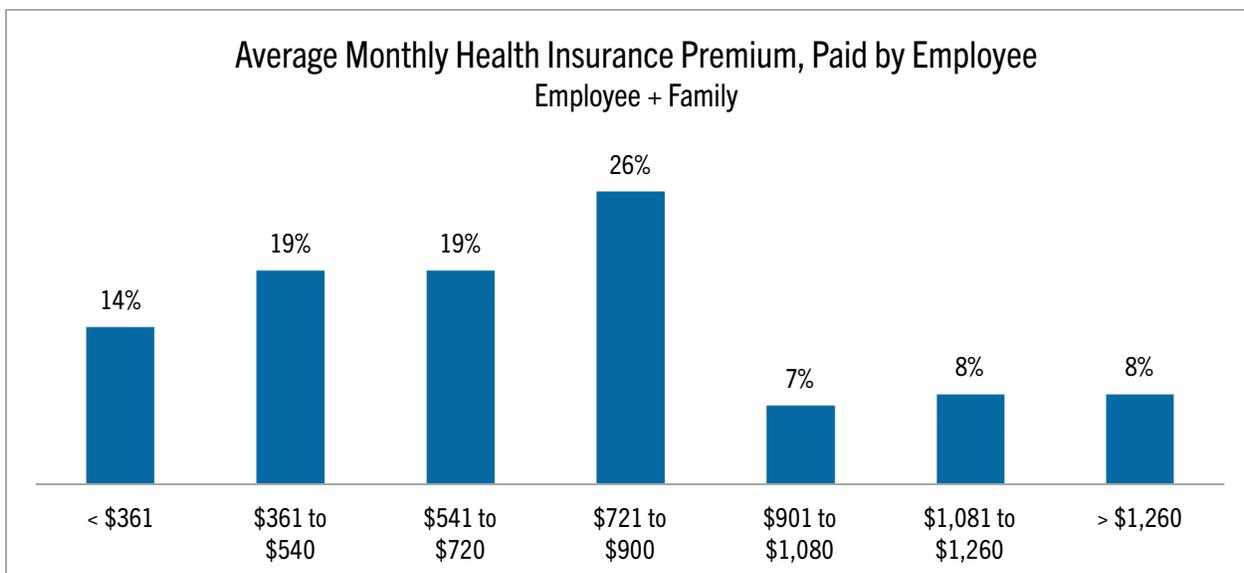
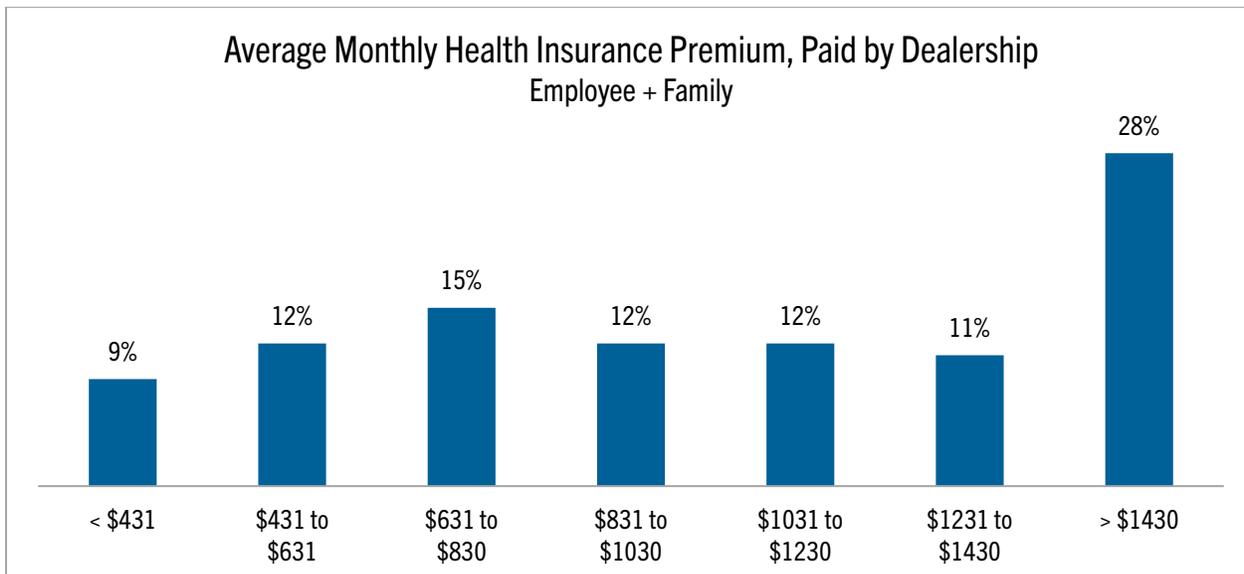
*If so, what percentage of your technicians are EV Certified?*

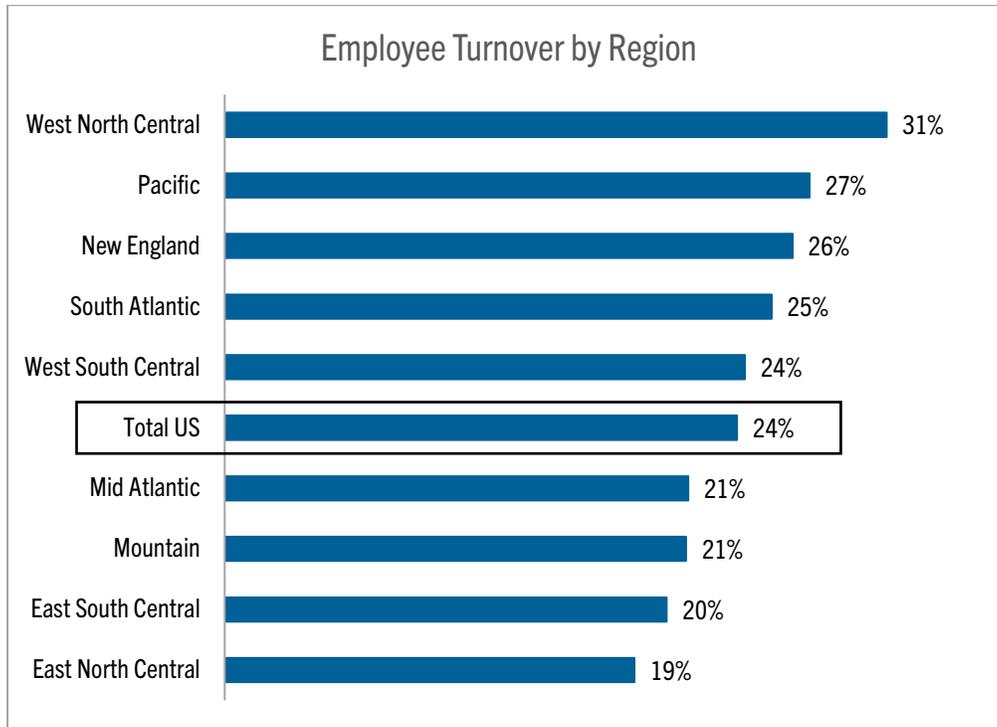
- Average = 9% of technicians
- Median = 6% of technicians

## IV. Employee Benefit Programs

### Health and Medical Benefits

- One Hundred percent of the participating truck dealerships offer some type of employee health insurance plan.
- One hundred percent of all dealerships offer Employee + Family health insurance plans.
- In 2022, 71 percent of benefits-eligible employees were enrolled in a dealership health insurance plan.
- The median waiting period for health insurance benefits is two months and the average is 48 days.
- The actual premium amounts paid by the dealerships and employees vary significantly across all dealerships and dealer groups.





## REGION 1 NEW ENGLAND

Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont



### Region 1 New England

Region 1: New England – Compensation					
	Overall Region Average	Year Over Year Change		Average as % of National	National All-Dealer Average
<b>All Positions</b>	<b>\$94,545</b>	<b>↑ 15%</b>		<b>103%</b>	<b>\$91,556</b>
General Manager/Operator	***	***		***	\$283,205
Sales Manager	***	***		***	\$230,411
Service Manager	\$109,567	↑ 11%		94%	\$116,100
Parts Manager	\$113,835	↑ 21%		90%	\$125,799
Sales Consultant	\$200,433	↑ 29%		96%	\$209,410
Service Advisor/Writer	\$76,144	↑ 10%		112%	\$67,917
Diesel B-Technician	\$74,997	↑ 15%		103%	\$73,045
Parts Consultant	\$82,070	↑ 13%		111%	\$73,652

(↑) Represent year-over-year increases or *favorable* changes; (↓) represent unfavorable changes

Region 1: New England – Retention & Turnover						
	Annualized Turnover	Year Over Year Change		One Year Retention	Three Year Retention	Median Tenure
<b>All Positions</b>	<b>26%</b>	<b>↑ -11%</b>		<b>75%</b>	<b>41%</b>	<b>2.2</b>
General Manager/Operator	***	***		***	***	***
Sales Manager	***	***		***	***	***
Service Manager	24%	↑ -11%		86%	57%	3.7
Parts Manager	4%	↓ 18%		91%	57%	3.6
Sales Consultant	15%	↑ -7%		92%	58%	3.9
Service Advisor/Writer	54%	↑ -28%		73%	30%	1.9
Diesel B-Technician	26%	↑ -12%		74%	34%	1.7
Parts Consultant	19%	↑ -11%		75%	38%	2.2

(↓) Represent year-over-year increases or *favorable* changes; (↑) represent unfavorable changes