

2026 **NADASHOW**

LAS VEGAS

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Unify Fixed and Variable Ops to Maximize Profits

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Break the Silos. One Dealership Experience.

- Sales vs. Service
- Customers only see one dealership experience
- Unified to maximize profitability in the decade ahead.



Why collaboration between Fixed & Variable Ops matters

- Fixed Ops = 13.2% dealership revenue
- Higher margins than Variable
- Volatility in new and used sales



Why collaboration between Fixed & Variable Ops matters

1

Only **12% of service customers** are offered a trade-in conversation.

2

Only **15% are given a trade-in value.**

3

And more than **60% say no one even brought it up.**

Collaboration between Fixed and Variable Ops



A profit opportunity just
waiting to be unlocked

Actionable strategies to unify Fixed & Variable Ops



1. Service-to-Sales Pipeline

- Advisors trained to recognize vehicles approaching costly repairs
- Appraisal tools at their fingertips
- Trade-in offers and pre-approved financing ready
- Sales associate present in the service drive during peak hours



How many of you currently have sales staff in your service drive weekly?

2. Cross-Department Incentives

Align compensation:

- Referral bonuses
- Shared revenue
- Perks and recognition



3. Consumer Loyalty Programs

Build programs that make staying loyal irresistible.

- Service credits tied to trade-up offers
- Rewards points redeemable across service and sales
- Exclusive discounts



4. Positive Consumer Experience – Acquire Customers Not Just Cars

- Consumers don't think in departments
- The modern buying journey:
 - Fluid
 - Hybrid
 - Flexible
- Unified ops = seamless customer experience



5. Integrated Data & Systems

- Unified CRM
- Centralized customer information
- Personalized offers = higher acceptance



Advanced Best Practices



6. Equity Alerts & Trigger-Based Engagement

- Scheduler prompts on check-in
- Triggers: equity, warranty expiring, big repair bills

\$3,000 repair bill



Pivot from service to sales conversation

7. Transparent Valuations & Conditional Offers

- Service history
- Transparent appraisals
- Conditional offers
- Follow up with offer



8. Dedicated Exchange Desk in Service Drive

- Vehicle Exchange Desk
- Visibility and accessibility
- Engage with customers waiting



9. Inventory Gap Alignment

- You need the cars your lot is missing
- Track aging inventory and market demand
- Turn acquisition into strategy



10. Economic Advantage vs Auction

- Service-lane acquisitions avoid
 - Auction fees
 - Transport costs
 - Recon surprises



That's not incremental. That's transformative.

**So, what happens when you
unify Fixed and Variable Ops
with these strategies?**



Increase acquisition opportunities.

Without increasing ad spend.

Improve retention.

Consumers feel valued across the entire journey.

Stabilize profits.

Fixed and Variable stop competing and start collaborating.



My challenge to you:

Before you leave NADA,
commit to one step.



QUESTIONS?

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