

2026 **ATDSHOW**  
**LAS VEGAS**  
FEBRUARY 3-5



#ATDSHOW

# Accelerate Success

Lessons from Truck 20 Groups

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# Key Takeaways

1

Use proven strategies from top dealers to improve truck inventory management and turn rates

2

Implement high-impact service department practices that boost efficiency and revenue

3

Apply effective sales and marketing ideas tailored to the truck market

# Technician Retention Bonus Program

- Annual contribution is discretionary, based on performance
- Dealership sets year for vesting, when lump sum is paid
- Not taxed until distribution
- Participants choose from investment options



# Model Relationship Building

## *People who feel valued add value*

- Build relationships with managers and employees
- Teach them to develop relationships with customers
- Make notes of things you've learned (attitudes, hobbies, families, associations, affiliations, etc.) that can help promote rapport
- Listen to needs carefully
- Communicate reasonable expectations
- Show that customer relationships create loyalty



# 1<sup>st</sup> Year PM Coupon for Every Unit Sold

- Charged at cost to New Sales department at time of sale
  - Whether customer uses coupon or not
  - Removed if customer refuses coupon
- Shown on invoice
- No mark-up for Service, but opportunities for additional and future revenue
- Only available to customers who don't already use you for PM



# Review Financials with Service Manager

- Meet regularly about financials and profit margin targets
  - Information helps them achieve goals
- Incentivize training that drives profitability
  - Fiscal analysis, customer service, leadership, etc.
- Promote autonomy by permitting discretion in pricing/discounting
  - Allow flexibility, but monitor for appropriate use



# Separate Parts eCommerce & Counter

- Ensure you are allocating sales to correct source
- Allows more informed marketing and stocking decisions



# Filthy Five

- Identify five poorest units
- Challenge Used Truck manager to sell them by end of the month
- Do it again each month, until your inventory is fresh



# Improve New Truck Sales

- Incentivize sales to sell new trucks within 30 days of acquisition
  - Prevent them from becoming aged inventory
- Invoice built trucks before they go to body company



# Incentivize Repeat Business

- Loyalty programs
- Discounts
- Preferred services
- Buy something, get something free or discounted

# Prevent OBSO

- Monitor parts starting at months five and six, before they become potential OBSO
- Check demand
- Return when possible

# Improve RO Close Time

- Track time from technician completion to invoice
- Tie to Service Manager's pay plan



# Quantify Customer Follow-Up

- Add a link to emailed invoices for customers to give feedback
- Follow up on any feedback you receive (positive and negative)
- Review feedback with departments to promote improvement



# Technician Time Accountability

- Track technician proficiency (hours billed ÷ hours available)
  - ATD Guide: 100% - 110%+
- Survey managers, advisors, and technicians about ways to improve

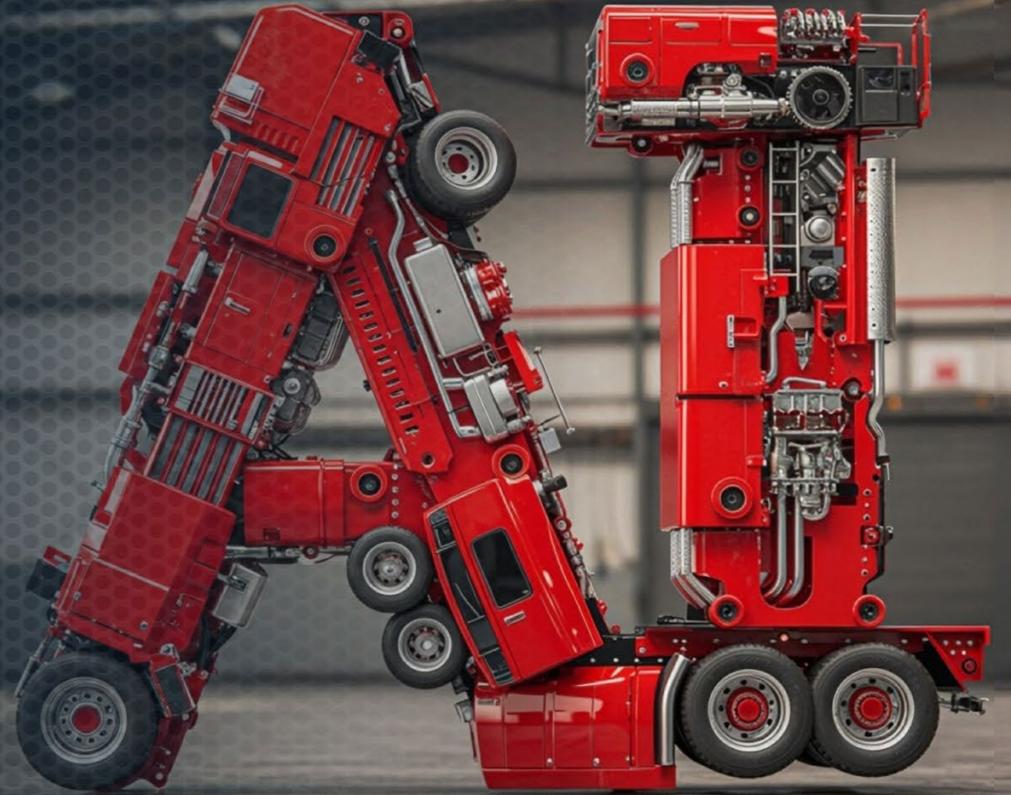


# Truck Descriptions

- Keep them fresh, especially on aging inventory
- Use critical keywords, but also be fun
  - Distinguish your assets from others'
- Use AI to expedite process
  - Let it tailor descriptions to different outlets
  - **ALWAYS** review AI results
- Host description writing lunches



# Artificial Intelligence in the Dealership



# Use AI to Maximize Use of Sales Data

- Analyze auction data to determine wholesale truck values
  - Sort and filter by year, make, model, mileage, equipment, etc.
- Clean up CRM data
  - Eliminate/merge duplicate entries, verify addresses, etc.
- Prepare better sales proposals
  - Synthesize data about customer needs, concerns, budgets, availability, etc.

# AI Parts Customer Role-Play

- Have AI agent mirror a target customer for outside sales
  - Pain points, concerns, and “must-haves” for parts purchasing
  - Key talking points
  - Train new or underperforming outside salespeople



# Use AI to Arrange Parts Department

## Make your Parts Department More Efficient

- Suggest bin locations based on dealer criteria
- Assign weighted values to movement, vendor, size of part, security requirements, etc.



# Use AI to Optimize Your Parts Pricing



## Comparison Shopping

- Evaluate part and product line prices in your market area
- Be prepared to present comparisons to your customers and demonstrate your Why Buys

## Matrix Pricing

- Analyze specific matrix-priced parts that have potential to generate greater gross margin



# Use AI to Improve Service Performance

- Search OEM manuals and other available data
  - Develop repair plans for a specific failure or replacement based on trouble code or description
  - Create labor time estimates, and necessary and suggested parts to complete repair based on complaint and cause
- Write RO stories based on technician comments
  - Check narrative against parts listed on RO



# Use AI to Improve Office Operations

- Reconcile bank statements
- Match purchase orders to invoices
- Validate addresses
- Identify duplicate records
- Create forecasts



# AI with OEM and DMS Applications

## Potential Opportunities

- What AI integrations are available with your current applications?
- Which technicians are best with which repairs?
- Which employee schedules would optimize performance?
- What telematics and OEM history can help you choose which parts to stock, based on failure analysis and truck age in your marketplace?
- What else?



# Use AI with Caution

- Has tremendous potential
- Can automate tasks
- Can create rich, robust content
- Can conduct complex analyses

## **BUT**

- May collect your data
- Can make mistakes
- Hallucinates
- Needs to be monitored carefully



**QUESTIONS?**

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