

Where is your revenue getting stuck?

When sales are below where you want them, it is easy to jump straight to car count. This diagnostic slows that reaction down long enough to look at the whole path. Mark the answer that best describes your shop today — and if you honestly do not know, mark Not Sure. Do not guess your way into a better answer.

REVENUE STAGE	STRONG	NEEDS ATTENTION	NOT SURE
We are generating enough qualified calls, leads, and customer opportunities.	☐	☐	☐
Incoming calls and inquiries are consistently turning into appointments.	☐	☐	☐
Scheduled customers are showing up and the schedule is being used well.	☐	☐	☐
Vehicles are getting complete inspections and legitimate needs are being identified.	☐	☐	☐
Estimates are being built completely and quickly enough to keep the process moving.	☐	☐	☐
Advisors are clearly presenting the work and helping customers make informed decisions.	☐	☐	☐
Authorized work and ARO are strong enough for the opportunities coming through the shop.	☐	☐	☐
Approved work is making it through production without capacity becoming the constraint.	☐	☐	☐
Deferred work and future service opportunities are being followed up instead of disappearing.	☐	☐	☐
We know which of these areas is currently having the biggest effect on revenue.	☐	☐	☐

NOW LOOK AT THE GAPS

Start with the areas you marked **Needs Attention** or **Not Sure**. Those are the places worth looking at before you decide what the solution is. Pick the two that concern you most:

1 _____ 2 _____

FOR EACH ONE, ASK

- a Do we have a number that tells us what is happening here?
- b Is this happening before the customer arrives, during the sales process, or after the work is approved?
- c Who owns this part of the process?
- d What would we need to see improve before we call it fixed?

The goal is not to prove you need more marketing, better sales, or more capacity. The goal is to find out which problem you actually have before you spend time and money trying to fix it.

Not sure what your answers mean, or what to work on first?

Schedule a free 30-minute coaching consultation with AutoShop Answers and talk through what you're seeing in your shop. Book a time: calendar.app.google/qZo5JrkacYLEzo7M7