

# **5 BEST PRACTICES FOR MANAGING MULTIPLE LOCATIONS FOR TIRE AND AUTOMOTIVE SERVICES BUSINESSES**

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Does managing more than one store mean you're constantly traveling between sites just so you know what's going on? Is it difficult to monitor sales, share vehicle history and transfer inventory between stores? Does it take a long time to pull together common business metrics such as margins on each job, revenue per sales rep and profits by product line for each store, as well as for your business as a whole? To overcome these logistical and managerial challenges of running multiple locations, follow these best practices:

## 1. CENTRALIZE YOUR ACCOUNTING, WITH STORE-LEVEL REPORTING

With multiple locations, the operational complexities of accounts payable, accounts receivable, billings, collections and payroll can become cumbersome and costly. Rather than paying someone to do the books at each store, consolidate all accounting and bookkeeping operations at a single, corporate location. In addition to the potential cost reduction, with centralized accounting you will:

- Improve accuracy and efficiency in reporting by store

- Strengthen accounting controls throughout your organization
- Get real-time visibility into your accounting data. Use 'All-in-One' shop management system with POS, inventory control and built-in accounting. No need to purchase a separate accounting system and spend long hours reconciling the books at night or weekends

## 2. CONSOLIDATE YOUR INVENTORY VIEWS, WITH EASY TRANSFERS BETWEEN SITES

When you have inventory spread between multiple locations, it's diffi-

cult to track inventory levels in each location in real-time. By consolidating your view of inventory, you'll be able to see everything you have in stock, maintain the right stocking levels for each location, identify the slow moving items, and simplify the replenishment process with preset stocking levels.

## 3. GROUP RECORDS BY FAMILY OR HOUSEHOLD, INCLUDING SHARED VEHICLE HISTORY

By having a single customer view, you'll be able to see the entire customer history across your locations - including other cars they own and

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the names of all their family members. You can see their purchases, recall what services each customer declined on their last visit, or how long it's been since their tires were last rotated. This will help you increase your close rate with declined services marketing and add a personal touch to their customer experience.

#### **4. LOCALIZE AND CENTRALIZE AS NEEDED TO IMPROVE EFFICIENCIES**

You should implement company-wide changes to prices and products from a central location to make sure customers in all your stores get consistent pricing and service levels. At the same time, you may want to set sales, discount levels and specific store promotions centrally but administer them locally to improve performance and to minimize human error at individual stores.

#### **5. ANALYZE YOUR VALUABLE DATA AND DETERMINE HOW TO GROW YOUR BUSINESS**

Gauge the health of your business with reporting at the store and company-wide levels. Call up and review margins, or evaluate the performance of a specific salesperson, technician or location from your corporate office, quickly identifying shortfalls in profits or sales goals.

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**Ready to learn about a system that can help you do it all?**

**The right software can help you sell more tires and increase the profitability of your auto services business. Choose wisely!**

**Call 800.657.6409 to discuss your software and website needs today.**

