

General Manager

Education:

College degree – business management preferred.
High school graduate or equivalent required.

Job-Related Experience:

With degree, two years management experience with financial responsibility. Without degree, five years management experience with financial responsibility. In shops with volume less than \$180K per month, general manager should have body shop production management experience.

Training:

I-CAR, ASE certification a plus.

Skill Set:

Computer proficiency, word processing and spreadsheets.

Personality Characteristics:

Leadership qualities.
Good oral and written communication skills.
Delegation skills.
Motivational and implementation skills.

Essential Tasks:

- ✓ Complete responsibility for profitable operation of facility.
- ✓ Review P&L with appropriate office staff.
- ✓ Determine financial areas of concern.
- ✓ Determine and implement plan for correction.
- ✓ Keep staff informed as to company goals and progress on those goals.
- ✓ Perform all hiring, firing and reviewing of employees.
- ✓ Review closed-repair orders for mng. issues.
- ✓ Meet or exceed financial goals.
- ✓ Facilitate staff educational levels.
- ✓ Hold monthly shop meeting.
- ✓ Participate in monthly business group meeting.
- ✓ Produce CSI that meets or exceeds established standards.
- ✓ Follow up on substandard CSI cards.
- ✓ Participate with marketing in customer relations, insurance relations and promotions.
- ✓ Maintain OSHA, EPA and right to know requirements.
- ✓ Maintain local licenses and permits.
- ✓ Resolve complaints and disputes.
- ✓ Handle all aspects of operation of facility.
- ✓ Provide backup for administrative employees.



CSR

Education:

High school graduate or equivalent required.

Job-Related Experience:

Telephone experience.

Skill Set:

Computer proficiency.

Personality Characteristics:

Detail oriented.
Outgoing personality.
Well-groomed and appropriately dressed.

Essential Tasks:

- ✓ Handle thank you notes.
- ✓ Answer telephone.
- ✓ Maintain customer waiting area and restroom.
- ✓ Greet customers/direct traffic.
- ✓ Obtain customer information.
- ✓ Post labor control cards.
- ✓ Schedule appraisals.
- ✓ Update and maintain store business planner.
- ✓ Handle customer inquiries regarding status of repair.
- ✓ Follow up seven to 10 days after delivery.
- ✓ Attend release meetings.
- ✓ Handle paid "time off" schedules.



Front Office Staffing Model

Monthly Sales	\$80,000	\$100,000	\$120,000	\$140,000	\$160,000	\$180,000	\$200,000	\$220,000	\$240,000	\$300,000	\$350,000
General Mgr	1	1	1	1	1	1	1	1	1	1	1
Office Mgr	1	1	1	1	1	1	1	1	1	1	1
Estimator	1	1	1	1	2	2	3	3	3	4	5
Prod. Mgr			1	1	1	1	1	1	1	1	1
Parts Mgr									1	1	1
CSR								1	1	1	1
Payroll Budget on Proposed Staff											
% of Sales (Rule of thumb: 8-12%*)											
Avail Monthly Budget @10% of Sales	\$8,000	\$10,000	\$12,000	\$14,000	\$16,000	\$18,000	\$20,000	\$22,000	\$24,000	\$30,000	\$35,000

Find your sales volume, and the number of staff positions outlined under that volume is what's required. Adding various staff positions prior to that optimum sales volume would depend on the employees you have. If you have employees who can carry extra work for a period of time, then maybe you don't want to add additional positions until you meet the appropriate sales volume. If you can afford to bring on additional staff to help your shop attain the next level of sales volume, then you may want to add employees before reaching that next level. *That's W-2 payroll. It doesn't include benefits. As the article says, you may exceed that allowance in the smaller monthly volume store because you're looking at a core staff who will allow the shop to grow beyond \$100K per month.