



Service Operations Boot Camp

Trainer: Gary Elekes

Location: Weldon Long's Car Barn – 2515 Laramie Dr, Suite 130, Colorado Springs, CO

Dates: Jan 13–15, 2026

Daily Start: 8:00 AM

Ends: Day 1 & 2 at 4:00 PM • Day 3 at 12:00 PM

Day 1 – Tuesday, Jan 13 (8:00 AM–4:00 PM)

8:00 Opening & Orientation

- Welcome remarks, agenda, objectives, materials

8:30 Leadership & Culture

- Servant-based leadership; vision & core values
- Internal communication & culture; internal marketing

9:30 Building the Service Operating Plan

- Financials of service & maintenance
- Benchmarks, best practices & KPIs
- Gap analysis & prioritization
- Define business model; company & service dept goals

10:30 Break



10:45 Pricing / Pricing Strategies

- Pricing fundamentals; labor & street rate exercise
- Parts mark-up; flat rate vs. time & material
- Service agreements & growth strategies

12:00 Lunch

1:00 Labor Management

- Productivity & utilization; reduce service labor $\leq 22\%$
- Labor reports & performance tracking

2:15 Break

2:30 Parts & Inventory Management

- Reduce parts cost $\leq 13\%$
- Standardized truck stock; replenishment; generic parts
- Inventory control

3:30 Homework & Wrap-Up

- Define top 5 service operating goals; review materials

4:00 Adjourn

Day 2 – Wednesday, Jan 14 (8:00 AM–4:00 PM)

8:00 Service Agreements & Lead Generation



- Types, strategy, metrics, standards
- Technician training model, compensation, productivity

9:30 Break

9:45 Service Department Operations (Processes)

- Service call process; CSR & dispatching practices
- Debriefing; the Perfect Service Call & training procedures

12:00 Lunch

1:00 Marketing for Service Growth

- Operational / internal / external marketing
- Existing vs. new customers; referral generation
- Tech marketing kit; customer feedback

2:00 Break

2:15 Advertising & Lead Planning

- Brand & unique selling proposition
- Lead requirements & ownership
- Media selection, demographics, data
- Annual media/promotions calendar; direct mail & tips

3:30 Homework & Wrap-Up

- Update goals & action plans



- Outline target marketing model for agreements
- Complete advertising calendar

4:00 Adjourn

Day 3 – Thursday, Jan 15 (8:00 AM–12:00 PM)

8:00 Lead Generation Mastery

- Service agreement & demand service programs
- Flat-rate program; Repair vs. Replace; \$4K Rule; “Over 10” program

9:45 Break

10:00 Technician Sales Excellence

- Technician selling process
- Selling book; RvR rules; sales support materials
- Technician sales plans

11:15 Implementation & Closing

- Finalize company service operating plan
- Execution strategies; closing comments

12:00 Adjourn