

Fee Schedule

Effective January 1, 2007

- CSI — Customer Service Improvement Analysis & Recommendations**
 - 5-Day Analysis (includes CSI meetings, employee attitude survey, staff training, etc) \$ 8,295.00
 - Travel Expenses @ cost extra

- Service Department Efficiency & Profit Analysis Consulting**
 - 3-Day Consulting Analysis \$ 4,895.00
 - 4-Day Consulting Analysis..... \$ 6,495.00 (includes Employee Attitude Survey & phone training)
 - 5-Day Consulting - Analysis Large Dealership..... \$ 7,995.00 (includes Employee Attitude Survey).
 - Travel Expenses @ cost extra

- Dealership Personnel Training**
 - 2-Hour Vehicle Sales Phone-ups, Service, Body Shop, Parts Telephone Training..... \$ 995.00 (Includes 10 mystery shops on CD. Materials and Telephone Communications Manual extra. Each additional Consecutive training session is half price at \$495.00 per session.)
 - 2-Hour Telephone Receptionist Professional Communications Training \$ 995.00 (Includes 10 mystery shops on CD. Materials and Telephone Communications Manual extra. Each additional Consecutive training session is half price at \$495.00 per session.)
 - Training Manuals and Materials Per Person..... \$ 25.00
 - Service Manager or Sales Advisor Daily Training Fee (daily fee on-site)\$1,600.00
 - Travel Expenses @ cost extra

- PULSE - Employee Satisfaction Index (ESI)**
 - In-Dealership Survey Facilitator Fee Per Dealership Location Per Day \$ 1450.00
 - Processing Fee per Employee Surveyed..... \$ 18.50
 - Travel Expenses @ cost extra

- ProShop – Sales, Service, Body Shop, Parts Walk-in Mystery Shopping**
 - One time initial set-up charge \$ 200.00

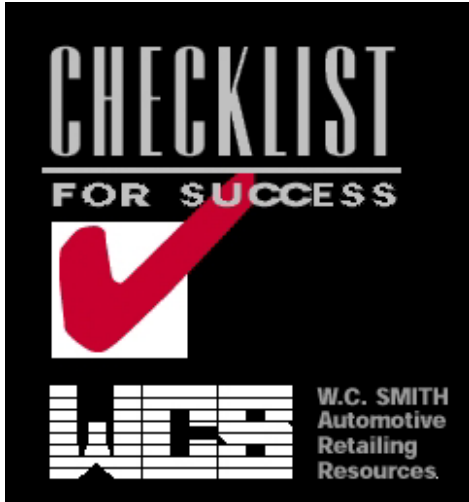
| Shops per month | Fee Per Person <i>Shopped</i> | | | |
|-----------------|-------------------------------|--------------|------------------------|--------------|
| | Scored Report Only | | With Narrative Summary | |
| | Local | Out of state | Local | Out of state |
| 1 through 5 | \$ 175.00 | \$ 225.00 | \$ 225.00 | \$ 275.00 |
| 6 through 10 | \$ 160.00 | \$ 205.00 | \$ 205.00 | \$ 260.00 |
| 11 or more | \$ 145.00 | \$ 195.00 | \$ 195.00 | \$ 240.00 |

(Includes expert analysis & consulting advice for improvement)



**W.C. SMITH
Automotive
Retailing
Resources**

8216 Ashford Blvd.
Laurel, MD 20707
(301) 498-5075



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☛ PhonePro - Sales, Service, Body Shop, Parts Telephone Mystery Shopping

| | |
|---|-------------------------------------|
| • One Time Initial Set-Up Charge | \$ 200.00 |
| <i>Shops per month: Compact Disc Per Person</i> | <i>Compact Disc, Scored Report,</i> |
| <i>only Per Person</i> | <i>Summary</i> |
| 1 through 5 \$ 27.00 | \$ 48.00 |
| 6 through 10 \$ 24.00 | \$ 45.00 |
| 11 or more \$ 21.00 | \$ 43.00 |

(Includes expert Analysis & consulting advice for improvement)

☛ Customer Care - Customer Follow-Up or Showroom Non-Buyer Surveys

- One Time Initial Set-Up Charge\$ 450.00
- Weekly/Monthly Service Charge for Summary Reports..... \$ 150.00
- Cost Per Completed Showroom/Service Customer Contact from \$3.90 to \$6.75

(Includes expert analysis & consulting advice for improvement)

☛ Customized Professional Dealership Publications

A. Company Policy & Employee Handbooks (160 exclusive automotive subjects)

- includes development, customizing and printing. Additional Copies \$15.00 Each)
- 1 – 100 copies \$ 3,595.00
- 101 – 200 copies \$ 4,995.00
- 201 – 500 copies \$ 9,495.00
- Additional copies \$15.00 each

B. Personnel Policy Training Manual for Managers

- Base Development and Customizing Fee..... \$ 595.00
- Binder and Printing Cost, per manual..... \$ 15.00

C. Automotive Dealer Job Descriptions (Set of 71)

- Base Development & Lifetime Customizing Fee \$ 495.00
- Each Additional Set is half price.

NOTE Publications Package Discounts

- A, B, & C Publications Package Discounts Deduct \$400.00
- D. Professional Telephone Communications Training Manual
 - 1 – 5 copies \$ 59.00 each
 - 6 or more copies \$ 49.00 each
- E. “Cultivating Phone-Ups” or “Sales Phone Prospecting Training Manual”
 - 1 – 5 copies \$ 49.00 each
 - 6 or more copies \$ 39.00 each

Call (301) 498-5075 to see how our checklist can deliver solutions for you.



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