



GROWING THE BUSINESS MOBILE

S H A W

The standard for dealership training.



SHAW

DEALER TRAINING GROUP

MOBILE SERVICE - 700 SERIES

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THIS WORKBOOK BELONGS TO

Write it down. What you write, you remember. What you remember, you use.

THE BIG IDEA

750

Mobile service isn't a department — it's a growth engine.

**Every driveway is a new bay.
Find the customers. Plan the route. Grow.**

NOTES:



HOW TO GROW

Who are our customers, what do they need, and where are they?

WHO	WHAT	WHERE

NOTES:



TYPES OF CUSTOMERS

Who can we serve? List every type of customer we want.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



WHO IS YOUR CUSTOMER?

Define the customer by category — fill in your customers under each header.

MAINTENANCE	RECALLS	ISP	FLEETS

DEALERS	BUSINESSES	BODY SHOPS	

OTHER

[illegible]

CUSTOMERS BY TYPE

750

List your customers by type — and note the area or zip code for each.

[illegible]

PLAN YOUR ROUTE

When do we serve? Set hours and plan each day by area, zip, or type.

MONDAY AREA / ZIP / TYPE	HOURS START YOUR DAY END YOUR DAY
TUESDAY AREA / ZIP / TYPE	HOURS START YOUR DAY END YOUR DAY
WEDNESDAY AREA / ZIP / TYPE	HOURS START YOUR DAY END YOUR DAY
THURSDAY AREA / ZIP / TYPE	HOURS START YOUR DAY END YOUR DAY
FRIDAY AREA / ZIP / TYPE	HOURS START YOUR DAY END YOUR DAY
SATURDAY AREA / ZIP / TYPE	HOURS START YOUR DAY END YOUR DAY
SUNDAY AREA / ZIP / TYPE	HOURS START YOUR DAY END YOUR DAY



MOBILE SERVICE STAFF

Every role on the mobile team — define what each one owns.

BDC / OPERATOR

MOBILE SERVICE COORDINATOR

MOBILE SERVICE ADVISOR

TECHNICIAN

PARTS



MOBILE SERVICE ADVISOR

Map the advisor's day — 7 a.m. to 7 p.m., task by task.

1. _____ 7 A.M.

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____

12. _____

13. _____

14. _____

15. _____ 7 P.M.



TECHNICIAN PROCESS

750

Your day ends by preparing for tomorrow — then how you start it.

END OF DAY — WRAP UP & RESTOCK

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

BEFORE WORK — PREP THE ROUTE

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Does the technician drive the van home? ☐ YES

☐ NO



REVIEW MEETING

What the technician and coordinator review together — every day.

TECHNICIAN

COORDINATOR

TIME

WHAT WE REVIEW EACH DAY

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



TODAY'S SECRET CODE:

NOTES:

[illegible]



KEEP GOING.

Mobile service is only one piece of a complete Fixed Ops process. For more on mobile service — or training for any other area of your dealership — connect with the Shaw Dealer Training Group.

SHAW DEALER TRAINING GROUP

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A Shaw University course.



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