

CHAUFFEUR
DRIVEN  **NLA**[®]
March 3-6 ♦ 2024 **MGM Grand ♦ Vegas**

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Driving
TRANSACTIONS

Accelerating Success: Essential Strategies for Emerging Operators

Scott Woodruff
Majestic Limo & Coach

Andy Hernandez
CTA Worldwide

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**COMPLETE FINANCIAL
MANAGEMENT PROGRAM**

**DRIVING
FINANCIAL SUCCESS**

"YOUR BLUEPRINT FOR GROWTH AND PROFITABILITY"

Driving
TRANSACTIONS

Grow, Borrow, Buy or Sell

Money Back Guarantee
\$500 OFF Show Special

Course Objectives:

- 1. Increase Profitable Revenue**
- 2. Improve Annual Net Profits**
- 3. Maximize Owner W-2 Income**
- 4. Increase the Value of Your Business**

Complete Program Includes:

- ✓ ***Financial Reporting Online Course for You and Your Staff***
- ✓ ***Downloadable Financial Reporting Course Workbook***
- ✓ ***Downloadable Industry Chart of Accounts Template***
- ✓ ***Downloadable Industry Tailored Profit and Loss Template***
- ✓ ***One-on-One Implementation Strategy Sessions***

Topic 1:

The Numbers of Your Business

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**To be successful, an entrepreneur
must know their numbers.**

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Have you asked yourself...

- What should I charge for an SUV airport transfer?
- Is my hourly rate for a Sprinter too low/high?
- Should I raise my rates this year? If so, how much?
- Do I need to increase my fleet size?

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Knowing and understanding the numbers of your business can help make the decision-making process easier.

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Discussion Time!

With your table, list the most important numbers to track within your business to determine pricing and profitability.

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Tracking your numbers...

- Average Number of Trips Per Month, Per Vehicle
- Insurance Cost Per Month, Per Vehicle, Per Trip
- Average Fuel Cost, Per Month, Per Vehicle, Per Trip
- Chauffeur Cost (with Added FICA, Fringe Benefits), Per Trip
- Add _____% for G&A, Future Maintenance, Unforeseen Operating Expenditures, Cash Reserves
- Add _____% for Profit

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Topic 2:

Capitalizing on Your Fleet

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**We are in the experience
business.**

**Provide an incredible experience
and the vehicle will be forgotten.**

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Have you asked yourself...

- **Should I buy a standard or premium sedan or SUV?**
- **A vehicle for 9-12 passengers: Do I buy a stock Transit/Sprinter or look for a coachbuilder model?**
- **Do I buy new or used?**

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Discussion Time!

What are the primary things to consider when making fleet purchase decisions?

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Selecting the proper vehicle...

- **Premium Vehicles** – market dependent. Clientele willing to pay more. High demand for bookings.
- **Comp Upgrades** – Lower-priced trips will often be comp upgraded to a premium vehicle. A WIN for the customer and a monetary LOSS for you.
- **NLA Members** – 2024 GM CAP Agreement, members can receive a \$900 discount on Suburban and \$750 on Escalade.

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Topic 3:

Client Diversification

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**A single client should never equal
more than 10% of your total
revenue.**

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Have you asked yourself...

- How will my business be impacted if I lose my largest client?
- How do I identify new verticals for my business?
- How do I maximize my returns?
- I hear a lot about in-bound affiliate business. Is my operation ready?

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Discussion Time!

What is the ideal customer base to maximize vehicle utilization?

What are some examples of diversification proving profitable for your business?

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Importance of Diversification

- **Expanded Customer Base** – Retail, DoD, Corporate, Shuttle, Hotel, Contract, and Affiliate.
- **Affiliate** – Make sure to understand the requirements prior to soliciting and accepting affiliate business.
- **Risk Reduction**
- **Adaptability to Market Changes**

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Final Thought

“Don’t sit down and wait for the opportunities to come. Get up and make them.” – Madam C.J. Walker

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Thank you for joining us!

Let us know how we did

Scan the QR code to complete a short survey



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