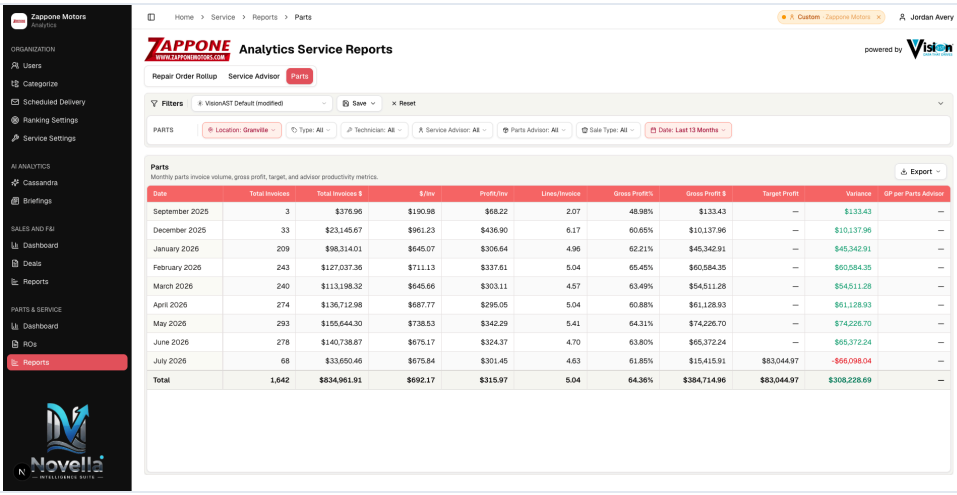
CASE STUDY

Driving Measurable Service Growth Through Training + Data Collaboration



Date	Total Invoices	Total Invoices $	$/Inv	Profit/Inv	Lines/Invoice	Gross Profit%	Gross Profit $	Target Profit	Variance	GP per Parts Advisor
September 2025	3	$376.96	$190.98	$68.22	2.07	48.98%	$133.43	—	$133.43	—
December 2025	33	$23,145.67	$961.23	$436.90	6.17	60.65%	$10,137.96	—	$10,137.96	—
January 2026	209	$98,314.01	$645.07	$306.64	4.96	62.21%	$45,342.91	—	$45,342.91	—
February 2026	243	$127,037.36	$711.13	$337.61	5.04	65.45%	$60,584.35	—	$60,584.35	—
March 2026	240	$113,198.32	$645.66	$303.11	4.57	63.49%	$54,511.28	—	$54,511.28	—
April 2026	274	$136,712.98	$687.77	$295.05	5.04	60.88%	$61,128.93	—	$61,128.93	—
May 2026	293	$155,644.30	$738.53	$342.29	5.41	64.31%	$74,226.70	—	$74,226.70	—
June 2026	278	$140,738.87	$675.17	$324.37	4.70	63.80%	$65,372.24	—	$65,372.24	—
July 2026	68	$33,650.46	$675.84	$301.45	4.63	61.85%	$15,415.91	$83,044.97	-$66,098.04	—
Total	1,642	$834,961.91	$692.17	$315.97	5.04	64.36%	$384,714.96	$83,044.97	$308,228.69	—

Overview

In the current powersports market, visibility into performance metrics is the difference between reacting to results and actively driving them. For *Extreme Work & Play*, that visibility comes through **VisionAST**, a powerful reporting and analytics platform designed to track and improve key profitability metrics.

With the support and training of **D.T.Foco & Associates**, the dealership transformed data into action, leveraging VisionAST insights to identify opportunities, reinforce training initiatives, and sustain measurable gains across service performance. Together, this combination of expert coaching and real-time analytics created a disciplined, results-driven approach to continuous improvement in the service department.

Performance Impact

Year-Over-Year Growth Following Training Implementation

(April-December 2024 vs. April-December 2023)

Immediately following the April 2024 implementation of the service training program with D.T.Foco & Associates, saw strong, measurable gains across the major service KPIs:

All Pay Types

- **Labor Sales increased +22.6%**
- **Hours/RO increased +8.7%**
- **AVG RO Value increased +14.9%**

Customer Pay

- **Labor Sales increased +26.8%**
- **Hours/RO increased +10.4%**
- **AVG RO Value increased +17.2%**

Continued Acceleration in 2025

(April-December 2025 vs. April-December 2024)

Rather than plateauing after the initial training impact, Extreme Work & Play continued to build on these gains into 2025:

All Pay Types

- **Labor Sales increased an additional +14.4%**
- **Hours/RO increased +10.9%**
- **AVG RO Value increased +18.5%**

Customer Pay

- **Labor Sales increased an additional +17.1%**
- **Hours/RO increased +12.6%**
- **AVG RO Value increased +20.3%**

Further, when benchmarked against VisionAST's most recent quarterly data, representing their national body of powersports dealerships, Extreme Work & Play outperformed across all key metrics. This reinforces the measurable impact that professional training and performance visibility can have on both personnel development and a dealership's bottom line.

What This Shows

1. Increased Work Capture

Growth in Hours/RO indicates:

- More thorough inspections
- Better identification of needed work
- Improved technician productivity

2. Higher Value Per Visit

The lift in AVG RO Value reflects:

- Stronger advisor communication
- Improved upsell execution
- Better conversion of recommendations into approved work

3. Customer Pay Drove Sustainable Growth

Customer Pay consistently outperformed overall results across both years.

This confirms improvements were driven by:

- Employee behavioral change
- Process consistency
- Customer-facing execution

Unlike short-term gains often seen immediately after training, these results reflect **true operational improvement when compared to a normalized prior-year baseline**.

Individual Performance Spotlight

A deeper look at 2025 performance highlights the impact at the individual level.

One service advisor demonstrated exceptional year-over-year growth, with **RO volume increasing nearly 300% YTD**. At the same time, **AVG RO Value more than doubled**, reflecting a significant improvement in both productivity and sales effectiveness.

Daily output also saw dramatic gains, with **ROs per day increasing from 0.58 in January to 5.29 in December**, a clear indicator of improved scheduling efficiency, technician workflow, and service leadership alignment.

This performance translated directly into financial results:

- **Labor sales showed one of the strongest upward trends in the dealership**
- **RO parts gross increased significantly throughout the year**
- **RO total gross nearly tripled**

- **AVG RO Gross more than doubled**

By year-end, this advisor had evolved into a **high-volume, high-performing contributor**, combining efficiency with strong closing ability, an outcome that reflects both effective training and consistent performance visibility.

The Collaboration Effect

“When dealership teams can see their numbers daily, they begin to understand their behaviors, habits, and opportunities. That transparency creates recognition, accountability, and long-term performance growth. VisionAST allows management to recognize performance in real time, while D.T. Foco & Associates provides the training and operational structure necessary to sustain that performance.”

— David T. Foco, President, **D.T. Foco & Associates LLC**

CONTINUE THE CONVERSATION

Ready to See What VisionAST Can Do for Your Dealership?

If you’re ready to elevate your performance with transparent, real-time reporting and expert guidance, VisionAST can help.

Kyle Reid

VP of Strategic Partnerships

kreid@visionast.com
904-315-4767

David T. Foco

Fixed & Variable Operations Trainer/Facilitator

dfoco@icloud.com
989-324-0317