

MANGO

AUTOMOTIVE CONFERENCE HANDOUT PACKAGE

STAGE ASSESSMENT WORKSHEET

From Single Shop to Multi-Million Dollar Empire

Where Is Your Shop Right Now?

Instructions: Check the box that best describes your current situation.

☐ **STAGE 0 - Stuck in Survival (Most Common Starting Point)**

- Can't handle the cars you already have
- No organized system for tracking jobs
- Customers complaining about communication
- Working IN the business, not ON it
- Too overwhelmed to even think about marketing
- Revenue under \$300K annually

☐ **STAGE 1 - Start Marketing**

- Inconsistent customer flow
- Worried about spending money on marketing
- Working 60+ hours per week
- Revenue under \$500K annually
- Shop is organized enough to handle more cars

☐ **STAGE 2 - Marketing Works**

- Customers are coming in
- Feeling relief and optimism
- Still working long hours but hopeful
- Revenue growing but inconsistent

☐ **STAGE 3 - We Get Swamped (The Valley of Death)**

- Too many customers, not enough systems
- Average repair order dropping
- Customer wait times increasing
- Working 70-85+ hours per week
- Profits decreasing despite more customers

☐ **STAGE 4 - Hire More Staff**

- Added technicians and service advisors
- Payroll doubled, profits disappeared
- Tempted to cut marketing
- Systems breaking down under pressure

☐ **STAGE 5 - Handle More Cars**

- Systems are clicking
- Team is working together
- ARO recovering
- Working 40-50 hours per week

☐ **STAGE 6 - Hit Max Capacity**

- 15%+ net margins
- Working less than 40 hours per week
- Shop runs without you
- Ready for acquisition or expansion

Your Assessment:

My Current Stage:

Biggest Challenge Right Now:

What I Need Most:

MANGO ELITE COACHING

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