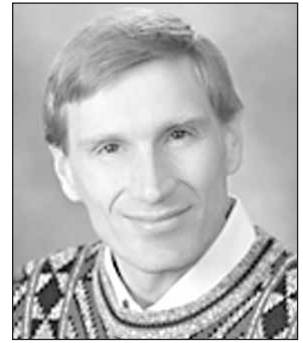


# Best of the Best

By Tom Junge, Iowa Field Director



Tom Junge

**R**ecently, I compiled data from the *Salary Compensation and Business Survey* and reported the averages. The problem with averages is that it is just that – an average. Most people strive to be above average and most members hope their businesses are performing better than average. So, that's why this year I'm reporting some of the top performers in the survey results. Note: Not all dealers reported performance data, so there may be better performers that I don't know about.

## Store Sales Volume per Employee

Average: \$537,970

The top eight reported:

1. \$1,333,333 from a 15 employee dealership (ED)
2. \$1,230,769 from a 13 ED
3. \$944,444 from a 18 ED
4. \$888,888 from a 9 ED
5. \$850,000 from a 10 ED
6. \$687,000 from a 16 ED
7. \$666,000 from a 90 ED
8. \$657,000 from a 76 ED

## Top Salesman

Average: \$292,720 contribution margin from \$4,230,000 in sales.

The top eight reported:

1. \$448,000 contribution margin from \$6,900,000 in sales from a John Deere dealership
2. \$400,000 contribution margin from \$5,000,000 in sales from a John Deere dealership
3. \$350,000 contribution margin from \$5,000,000 in sales from a CaseIH/NH dealership
4. \$350,000 contribution margin from \$7,000,000 in sales from a CaseIH dealership
5. \$350,000 contribution margin from \$3,500,000 in sales from a CaseIH/NH dealership
6. \$343,848 contribution margin from \$2,492,632 in sales from CaseIH/NH dealership
7. \$320,000 contribution margin from \$5,000,000 in sales from John Deere dealership
8. \$300,806 contribution margin from

\$4,618,796 in sales from New Holland dealership

Top salesman wage was \$120,000.  
Two dealers reported \$110,00.

## Top Service Technician

Average: \$122,240 sales with a contribution margin of \$74,566

Top ten reported:

1. \$182,000 in sales with a contribution margin of \$122,000 from a John Deere dealership
3. \$171,842 in sales with a contribution margin of \$112,151 from a CaseIH/NH dealership
4. \$160,000 in sales, with a contribution margin of \$100,000 from CaseIH dealership
5. \$150,000 in sales, no contribution margin provided from John Deere dealership
6. \$150,000 in sales with a contribution margin of \$98,000 from a John Deere dealership
7. \$147,420 in sales with a contribution margin of \$105,880 from a John Deere dealership
8. \$145,000 in sales, no contribution margin provided from John Deere dealership
9. \$139,500 in sales, with a contribution margin of \$95,400 from CaseIH dealership
10. \$130,354 in sales, with a contribution margin of \$65,590 from CaseIH/NH dealership
11. \$130,000 in sales, with a contribution margin of \$78,000 from CaseIH/NH dealership

Top Service Technician wage was \$70,000. Reported by three dealers.

## Parts Sales per Parts Person

Average: \$550,300

Top eight reported:

1. \$792,000 in sales from a John Deere dealership
2. \$750,000 in sales from a CaseIH dealership
3. \$676,000 in sales from a CaseIH/NH dealership

4. \$654,994 in sales from a John Deere dealership
5. \$633,000 in sales from a CaseIH dealership
6. \$600,000 in sales from a John Deere dealership
2. \$600,000 in sales from a John Deere dealership
3. \$600,000 in sales from a John Deere dealership

Top Parts Manager wage was \$68,000.  
Reported by two dealers.

For complete information, order the 2007 *Salary Compensation and Business Survey* results from the Association office for \$85 plus sales tax. ■

**Other notable "Bests" that dealers always inquire about include:**

Highest Customer Labor Rate: \$80.00/hour.

Two dealers reported \$70.00/hour (33% of the dealers charge more than \$65.00/hour)

Highest Trucking Rate: \$4.50/loaded mile.

Many dealers reported \$4.00/loaded mile