



PHIL BROOKES

DRIVING BUSINESS GROWTH
DELIVERING TRAINING SOLUTIONS

PRACTICAL BUSINESS SUPPORT. REAL RESULTS.

Helping independent automotive businesses improve profitability, structure and long-term sustainability.

ARE YOU FACING THESE CHALLENGES?



BUSINESS CHALLENGES

- Rising costs
- Declining profits
- Cashflow concerns
- Weak overall results
- Baffled by your accountant's information



PEOPLE & LEADERSHIP

- Poor work/life balance
- Little or no time-off
- High staff turnover
- No succession or exit plan



GROWTH & PERFORMANCE

- Workshop efficiency
- Profitability improvement
- Pricing & product mix
- Sales growth opportunities
- Higher 'exit' values



I work with owners and their teams to deliver:

- ✓ **Growth** in sales and profitability
- ✓ **A more structured** approach to managing your business resulting in less stress and improved work/life balance
- ✓ **Improved staff morale** and retention
- ✓ **Higher exit values** for those looking to sell



"Whilst I felt that I already ran a very successful service centre, enlisting the assistance of Phil to conduct a 'Health-check' on my business was probably one of the best decisions of my career. He helped me to fully understand my financial results, and more importantly, helped me to see how I could improve the sales and profitability of the business, which has resulted in significant growth year on year."

Mark Tillyer
Tyremarks,
Tavistock



INVEST IN YOUR FUTURE, NOT JUST TODAY'S RESULTS.

Any solutions are tailored to your individual business requirements, with flexible payment options.

Instead of swallowing your supplier rebate/s into today's results, why not invest some of them in your future?



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my website

MY CORE SERVICES

PRACTICAL BUSINESS SUPPORT BUILT ON OVER 40 YEARS OF EXPERIENCE



BUSINESS HEALTH-CHECK

A bespoke one-to-one review using proven KPIs. I provide a summary of your business performance and recommend activities and actions to drive growth in sales, profit and sustainability.



BUSINESS OWNER DEVELOPMENT

Practical knowledge to help you manage your business in a structured way. Including:

- Practical Business Finance
- Good Business Management
- Leadership Skills
- Finding & Retaining Good People



RETAIL STAFF TRAINING

I help your team deliver better customer experiences, convert more enquiries and increase sales.

- Customer Service
- Enquiry Handling (Face to Face & Telephone)
- Man-management & Leadership
- Mystery Shopping



B2B SALES & CRM SOLUTIONS

Tailored solutions for field and sales office personnel.

- Includes: Customer Relationship Management • Communication & Customer Interaction • Good Questioning & Listening Skills
Practical Goals & Action Planning • Building Trust & Commitment



SALES SKILLS

I help your team sell more and maximise profitability.
Includes: Selling Solutions • Upselling & Cross-selling
Targeted Products & Services • Maximising Tiered Rebates

RESULTS I HELP YOU ACHIEVE



Net Profit



Labour Recovery



Workshop Efficiency



Team Performance



Customer Retention



Sales Conversion



Gross Profit



Leadership Capability

HOW I WORK

1



REVIEW

I review your business and analyse the key information.



2



IDENTIFY

I identify opportunities, strengths and areas for improvement.



3



IMPLEMENT

I help implement practical action plans and solutions.



4



GROW

I help you achieve sustainable, profitable growth.



LET'S UNCOVER THE OPPORTUNITIES
ALREADY INSIDE YOUR BUSINESS.

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Available for independent garages, fast-fit centres, retail operations, and B2B automotive organisations across the UK.