

1) Dynamometer Runs/Tuning Pricing

Dynamometer testing rates vary with the type of system and location. Average rate run between \$50 or up to \$200 for AWD. To determine the potential income from just selling test pulls, multiply your proposed rate by the number of runs you expect to conduct per month.

2) More Money for More Knowledge

Dynamometer experience increases any shop's status - enough to sustain a higher hourly rate. Customers, who are skeptical at paying for traditional diagnostic time maybe willing to spend more money when dynamometer testing is involved. On non-performance work that doesn't even involve the dyno, can be still be billed at a higher rate.

Shops that own dynamometers (and the resulting knowledge) command premium fees. By prominently displaying/promoting the dyno and talking to customers about what know has been acquired, shop's and their technicians can gain credibility. This builds a client waiting list (supporting the higher rates) and is the proven route to extracting profits from your dynamometer investment.

3) Increase Service Billings

Any time you get enthusiasts near your running dynamometer, be it at an open house demonstration, dyno pull, or while renting out dyno time, they inevitably ask the operator's opinion on how to produce more power (or fix a problem). That provides a great opportunity to land additional sales for parts and provides loyalty and repeatability.

Another way to increase billings is by displaying "before & after" graph results (from repair problems solved for other customers or performance add-on's) at your service desk/front counter/internet. This allows new customers to see that your shop has handled and solved, problems similar to their own.

Dynamometers are not just for performance tuning. Customers are less likely to object to service costs once they realize that a dynamometer is involved in the troubleshooting.

So, instead of just selling dyno time to those interested in evaluating their engine's power, include pulls even with non-performance service work. For example, make "dyno verification" a line item on most service packages that you quote. Even if you make it optional, a majority will elect to pay extra for that graph and report printout.

4) Reduce Service Costs

Increase profits by slashing non-billable hours (including those wasted isolating intermittent problems). Use the dynamometer to simulate field conditions, instead of sending an expensive technician out of the shop. Many insurance companies discount insurance premiums if you don't send a technicians out in a customer's vehicle. Savings in labor, time, and liability insurance are in addition to those higher hourly rates you can charge. Using your dynamometer you will be able to document equipment performance to customers with printed test results.

5) Increase "Dyno Day" Store Traffic

Dyno Days are a great way of promoting not just your dyno but your whole shop. Promotions can include; introductory rates or even a contest for the customer that makes the most horsepower. This brings people into your shop that would not otherwise be there. They learn what services you offer, while you gain credibility as a dyno expert. Plus, you have the potential for other merchandise sales.

Consider dynoing out in your front parking lot (location permitting). This is great for drive by exposure. Nothing stops traffic like a race vehicle up on the rollers! On the chart (below), estimate the cost of generating as much new customer traffic via conventional media advertising.

6) Providing Confidence

Experience has shown that after training everyone in the shop (including sales personnel) to run the dyno, closings go up. Operating the dyno increase a salesperson's knowledge and selling confidence. You may find employees telling customers about "...how a certain combination was run on the dyno the other day and improved its performance." This excites customers, and they buy more. Dyno savvy employees prove to customers that your business is a knowledge source.

7) Enhance Direct Marketing

Proper promotion of your dynamometer services is essential. Some suggestions on how to market your dynamometer (beyond monthly print advertising and yellow page listings):

Send direct mailings to potential dynamometer users (such as local racers, car clubs, service shops, race teams, parts manufacturers and engine builders). This is an effective way to inform people about new dyno services you offer.

Quote your dynamometer test results in ads and mailings. Here is a method that gets recipients to actually read your copy . Its possible to triple the number of people that will stop and read your ad (by always including some dynamometer test data).

Constantly promoting your dynamometer service obviously lets more and more people know you own one. However, this is not just to bring in customers for dynoing, it is also to reinforce your shop's high-tech image, bringing in still more regular business.

8) Sell Performance Parts Packages

If your shop sells performance equipment, put proven combinations together with "before & after" Dyno Reports. This demonstrates the power customers can gain from each package.

Even if your company does not actually sell parts consider offering dyno certification to other shops that do. Your testing services can help them prove their performance claims. Again, this lets others know you provide dynamometer services (because your company information appears at the top of every report).

9) Renting Dynamometer Sessions

Besides selling individual dynamometer pulls to end users, you can rent days or weeks of equipment usage to qualified engine builders and performance service companies, race teams, etc. Track time is expensive - racers like to have all their numbers before going public.

10) Making Money

Calculate what a Dynocom dynamometer can do for your bottom line. Below is a sample chart and suggestions for how you can best utilize a dyno as a revenue-enhancing source. The second blank chart is available for you to plug in your own estimated figures.

Dynocom Income Sources (Sample)	Revenue Valuation Methods (Sample)	Average Value (2WD)	Estimated Monthly Units	Monthly Revenue
Sales of Dynamometer Tests	Per set of test pulls	\$75	40	\$3,000
Dynamometer Runs/Tuning Pricing	Average extra daily service receipts due to allowable higher shop rate	\$120	20	\$2,400
More money for more knowledge	Estimated extra average daily service billings (for "before & after" dyno verification)	\$50	20	\$1,000
Reduced Service Costs	Estimated average daily diagnostic and reduced "road testing" savings	\$20	20	\$400
Increased "Dyno Day" Store Traffic	Comparable media advertising value per event	\$1,000	1	\$1,000
Improved Closing Ratio	Estimated extra monthly receipts thru closing more customers (using dyno knowledge)	\$3,000	1	3000
Enhanced Direct Marketing	Estimated additional monthly receipts resulting from more persuasive direct marketing	\$200	1	\$200
Sales of Performance Kits	Extra bundles sold due to dyno sheet certification	\$500	2	\$1,000
Rental of Dynamometer Sessions	Full day increments (with or without technician)	\$400	5	\$2,000
Total Revenue				\$14,000
Gross Margin				50%
Gross Profit				\$7,000
Lease Expense				(\$750)
Sample Net Profit				\$6,250