

Auto Shop Tips© by Michael Strautman

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Auto Shop Tips #5

Strategies to Decrease Car Count

By Michael Strautman, Automotive Service Leaders

Well, if it's less cars you need, here are some proven strategies of getting rid of customers. These typically will work in any circumstance and have the same final result...less cars!

- **Don't advertise** – Rely only on your ability to fix cars. After all, customers don't need an invitation to come into your shop. If they will just allow you to fix their car one time, they'll be hooked for life.
- **Create a Car-Diagnosis hotline** – Offer your shop phone number as a method of educating customers about the intricate details of complex machinery. Use your questioning ability and latitudinous vocabulary as a method of getting customers to recognize your unending devotion to locating a problem free of charge.
- **Check out only the issue the customer mentions** - This is an essential strategy to decreasing car count. In fact, it can lead to comebacks and a reduction of trust in the marketplace. As we all know, if I find something else wrong with the car, the customer is NOT going to want it fixed anyway.

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- **Standardized sales techniques** – Each customer must hear the phrase, “Are you sitting down,” or “this is going to cost a lot...,” in each sales presentation.

These techniques are essential in the decrease of work flow in any auto repair shop, and **you will** receive the benefits of having more time to work on your business!

