

Auto Shop Tips© by Michael Strautman

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Auto Shop Tip #6

Strategies to Increase Car Count

By Michael Strautman, Automotive Service Leaders

Hopefully, you got a bit of a shock reading the last auto shop tip. Today, I'd like to clear up any confusion by giving you the strategies of automotive shop growth. If it is car count you need, start here:

- **Advertising** – Don't rely purely on your ability to fix cars. Customers need an invitation to come into your shop. There is always a first experience for every customer. To keep them coming back, it is necessary to remind your customer that you are, in fact, STILL OPEN. Send reminders for services through any venue you wish. Especially low cost means such as email offers and coupons.
- **No Car-Diagnosis hotlines** – When a customer calls with a problem it should be recognized, but not diagnosed. Avoid questions such as, "What color is the fluid leaking out of your vehicle." Instead ask the customer to bring the vehicle in for an inspection.
- **Check out every issue the customer mentions and any additional safety/maintenance issues-** This is an essential strategy to ensure that each customer leaves your shop with a vehicle they can be confident is in great working order.
- **Standardized sales techniques** –Customers **must not** hear the phrase, "Are you sitting down," or "this is going to cost a lot..." in any sales presentation. Present what is needed to repair the vehicle and what its cost is. Show the value in the vehicle they already have and the benefits of saying yes to your service. Then, ensure that this process can be repeated by your staff members.

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These techniques are essential in the increase of car count in any auto repair shop, and **you will** receive the benefits of having more cars to work on!

