

HELP ME WITH MY CAR!



THAT'S WHY WE'RE HERE!

Customer Confidence

How To Earn It In a Two Minute Phone Call

Once a customer knows you treat them honestly and keep their vehicle in great shape, they'll trust their vehicles with you for years - maybe decades.

But how do you get those customers to bring their vehicle into your shop for its first visit? Here's how to build customer confidence in one phone call.

Customers Trust Shops That Are Honest, Competent, Thorough and Convenient

Customer

Service Writer



Hi! Do you do brake replacements?



Screening Call

There's a good chance the customer is planning on calling several shops, and you're on their list. They're probably looking for the cheapest price - but if one shop seems far better than others, they may stop calling and take their car to that shop.

We do! We probably do ten or more a week. Happy to help you with that.



We're The Right Shop

This is an opportunity for you to make your shop the most obvious choice for the repair. If you do the repair regularly, bring that up. If you have expertise or certifications for the repair, mention that too. Act happy, but unsurprised, they've found you.

How much does that cost?



Price Check

They'll get to this pretty quickly. If your price is competitive, there's a good chance they're going to continue the conversation even if you aren't the absolute cheapest in town.

I want to make sure the estimate I give you is a good one - what type of vehicle do you have?



We're Thorough and Honest

Asking about their vehicle before quoting a price accomplishes two things. First, it shows that you're a thorough shop that wants to avoid surprises. Second, if they're looking at a coupon for the franchise location down the street while they're talking to you, it reminds them that cars are different, and the coupon may not be accurate or cover everything.

It's an '08 Accord. I want pads and rotors.



Great, give me 30 seconds while I check with my staff on the price out-the-door.



We're Thorough and Honest

As long as you're quick, the customer likely won't mind waiting for better information. This is another opportunity to indicate that any coupons or other quotes they have might not be 'out-the-door' prices - and that the figure you give them is a "fully loaded" estimate. Make sure you have parts in stock and you have calendar openings at this point

Sure.



It looks like it'll be \$480 out the door. It only takes us two hours of labor to replace pads and rotors. We're available tomorrow afternoon or the next day.

If you'd like us to take care of that for you, you can bring your car by anytime before noon on the day of service and it'll be done by 6PM. We're happy to help you get a rental car arranged if you need one - we've arranged for a discount for our customers.



We're Convenient

At this point, all they've asked for is the price - but instead of playing the price game - you've quickly made yourself the easiest solution to their problems.

You've given them an accurate estimate, along with your availability, and shown that you're going to work with them to make this process as easy as possible.

If your price is fairly close to what they were expecting, there's a good chance they'll call off their search and give your shop a chance to become their vehicle's new home!

✓ vs \$



Customer weighing convenience vs price

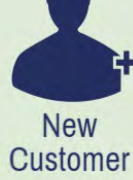
So, \$480, Tomorrow?



Just Say Yes to Fix Problem

A competitor may have a price of \$30 less, but at this point, it's so much easier to just agree to bring it in than call more shops and ask if prices are all inclusive, or consider whether they will do as good even though your shop is clearly more organized.

Sounds great! Bring it in anytime before noon and we'll have it ready by six.



Great, thanks!



In two minutes, you've turned a price shopper into a customer.

The next step is to provide service that's great enough to convince them to skip the 'shopping around' step and stick with a shop they can trust - yours.