

Three Ways to Profit From New Equipment

The rising cost of equipment is one of the largest challenges that shops face today, and it's likely to get worse as cars become more computerized. Here are three ways to make sure that major equipment purchases will pay for themselves in increased sales.



Build a Sales Plan

Whether you're replacing old equipment or buying something new for your shop, it should allow you to perform services you couldn't do otherwise.

Put together a plan that shows how much money the equipment is expected to bring into your shop monthly, and get feedback from your service manager on whether it looks reasonable. Ask other shop owners with similar equipment if it is producing profits for them.



Educate Your Customers

You shouldn't need to hard-sell services that require your new equipment – the benefits to customers should be obvious. But because customers aren't mechanics, they won't be obvious until the customer is educated on exactly how the services will make them safer or save them money over the long run.

Make sure that you're educating your customers on the benefits of the services you can now perform with the new equipment.



Track Your Results

With so much going on in a shop, it's easy to lose focus on whether new equipment is helping your shop turn a profit.

It's important to continue tracking the sales generated by your new equipment for at least as long as you're paying the equipment off if you financed it. If sales aren't meeting expectations, service writers or mechanics may have ideas to improve usage.

In business, the idea of measuring what you are doing, picking the measurements that count like customer satisfaction and performance... you thrive on that.

Bill Gates

