

# Grow Your Maintenance Work, Grow Your Margins

Auto shops that perform high levels of maintenance work have higher profits. Maintenance work also yields longer-term customers who are more trusting and more satisfied than repair customers. Here are three ways to grow maintenance - and your margins.



## Earn Customer Trust

Your marketing, your first conversation, your vehicle service quotes - every interaction you have with a customer influences how much they trust your expertise and your honesty.

If you take a personal interest in your customer and their vehicle, you'll earn the right to do what's best for their vehicle if it's within their budget. If your interactions with them feel like a checklist in scripted sales process, they'll revert to their own script, which is to repeat 'no' until you're done asking for more money.



## Don't Just Sell - Educate

Most people are unwilling to buy something they don't understand, and they understand very little about what happens under the hood of their vehicle. If you're not educating the consumer, there's only one easy sale - "How much will it cost to make it move again?"

Show customers what you're proposing to do. Tell them the repair cost if poor maintenance leads to vehicle damage. If it's a safety issue, explain the risk. You'll be more likely to make the sale - and you'll earn their trust with or without the sale.



## Make It Satisfying

When you're repairing a vehicle or performing basic oil or brake maintenance, the vehicle provides immediate feedback to the customer that is satisfying.

The engine turns over; the brakes aren't squealing; the oil life indicator says 5,000 miles.

When providing maintenance, offer feedback that shows the work that has been done. Provide before/after pictures. Tell customers what subtle improvements they might notice on the road. A car wash and vacuum is also a nice touch!

*If you emphasize the benefits rather than the parts and labor, and if you cost justify the services, then you will be amazed with the results!*

**Bob Cooper, President, Elite**