

For Repair Shops, Phone Calls Can Make or Break Sales

Your phone presence is critical to closing sales. People make assumptions about your professionalism, customer focus and attention to detail within seconds of hearing your voice.

Here are five things you'll want to do when you answer a potential customer's call if you want to earn their business.

"Your reputation is the sum of the interactions people have with you."

Fast Company Magazine



Introduce yourself and your business

The first things people want to know when they call you is that they've reached your shop, and you're ready to help them. This can be as simple as "This is Brandon at MasterClass Auto, what can I help you with today?"



Make sure customer can hear you

Customers may try to end hard-to-hear calls early because it's awkward to keep asking you to repeat things. Don't answer the phone unless you have a hand free to hold it. Try to get out of noisy areas when talking on the phone!



Be engaged in the conversation

When on the phone, provide your full attention to the call. If you're rushed, distracted, or agitated when you answer the phone, callers will assume your shop staff will be rushed, distracted, and agitated when repairing their vehicle.



Answer the questions the caller has

Have you ever called a business to ask a question and been more confused after the call? Try to avoid this with your callers! If they ask a question you can't answer right away, tell them why, and tell them when you'll get back to them with an answer.



Show appreciation to the caller

People want to know that their business matters to the shop they trust with their vehicle. Make sure your callers feel like you appreciate their call. If you've asked for an opportunity to quote a repair job, tell them you'd appreciate the opportunity to meet them and take a look at the vehicle to see how you can help.



<http://www.repairshopwebsites.com>



Call us at **1-855-345-6363**