

Three Reasons Auto Repair Shops Fail And How To Avoid Them

It takes hard work to run a business. While you're focused on getting cars in and out of the shop, other major issues can drag you down. Here are three of them.



The Numbers Don't Work

You're making money on every job, but after you pay for the mortgage, salaries, equipment financing and taxes, there's not enough left to make all of that hard work worth it. Maybe you're even losing money!



Build a Plan!

Determine your margins on different types of work, and build a plan for how much business you need to bring into your shop to meet your profitability goals. Always pursue maintenance work!



Poor Sales Training

Some service writers let the customer tell them what's wrong with their vehicles. Others push "upsells" hard, or sound scripted or unengaged. These problems limit sales and reduce the value you provide to your customers.

Always Add Value

If your service writer is fully engaged with the customer and genuinely interested in educating them and explaining the benefits of the services they need, you'll increase your sales and earn your customer's trust.



Bad Employees (or too few of them)

Bad employees destroy your shop's reputation. Employee shortages make it impossible to do enough work to cover your overhead expenses. Either can bring a business down quickly.



Prioritize Staffing Needs

If you're lacking enough good mechanics, then hiring is more important than earning new customers. Spend your time accordingly - but don't forget to look after your current staff!

The biggest reason small businesses fail is that they don't have enough customers. Repair Shop Websites builds websites that are proven to attract new customers, helping to solve this issue!

Call Us To Learn How We Can Help Your Repair Shop Succeed

