

Three Ways to Avoid Devaluing Your Service

Most customers don't know a "good price" for vehicle repair and maintenance; they're looking at signals you don't even know you're sending to determine whether to push back against your price. Here's how to maintain your margins.



Don't Market With Discounts

When customers see a coupon for a service, they assume you've built in extra cost so you can give discounts. They don't want to pay more than the next customer, so they explore how much you have to 'give away'.



Market With Value

Instead of offering money off of a service, offer free services that are valuable to a customer. For instance, you might offer a mini-detail for a customer's first service, or a rental car for a major repair that will take several days.



Don't Focus on the Vehicle

People visit repair shops because they have a problem. Maybe they got stranded on the highway. Maybe they don't feel safe in their car. Try to learn about their problem, and focus on offering the best solution possible.

Focus on the Customer

You need to provide reliable service, but high-margin shops provide more than that: they focus on solutions. If someone is stranded without a car and is late to work, focus on getting them back to their life as quickly as possible, not just the repair job.



Don't Be a Repair Shop

If customers don't believe you're different than other shops, they'll use the ultimate tie-breaker to make their decision of which shop to use: price. But if you're different in a way that really matters to them, they'll pay a premium.



Be Their Repair Shop

Whether it's customer reviews, a fixed-or-free guarantee, or a focus on specific vehicle makes, find something that really matters to your customers, and build your image around that factor. Never fail to deliver on it!

You're better off working with clients who will pay your fee. You'll do a better job for them because you have the time to do your best work.

Forbes, Jacqueline Whitmore

