

Clear Choices Lead to Fast Decisions - and More Sales

People today face the highest levels of information overload in history. If you provide them with more (or less) than the information they need to make a decision, they'll decide to do nothing instead. Here's how to avoid that.

REPAIRSHOP
WEBSITES



Talking With a Customer for the First Time

Most customers want to know you can fix their problem, that you'll provide good service at a reasonable price, and that they'll have their car back quickly. After asking them about their repair or maintenance need, you'll ideally be able to tell them you handle the problem frequently and provide them with an appointment time.

Providing a Repair Estimate

Customers are fearing two outcomes when you call them - that the price will be higher than they expected, and that you'll try to upsell them on something. Try to offer two to three options for unexpected (or unexpectedly expensive) repairs, and provide enough information for them to feel confident about their decision. Leaving the decision in their hands helps them buy into it.



Turning One Positive Experience Into Dozens of Them

After the job is done well, your opportunity to make money has just begun. Don't waste it by rushing them out the door! Thank them for visiting you and make sure they're happy with their experience. Let them know you want to be their repair shop of choice, and ask if they'd review your shop online.

Great online reviews are the single best form of marketing, and they're free!

"If you can have everything in 57 varieties, making decisions becomes hard work."

"The Tyranny of Choice", The Economist Magazine



<http://www.repairshopwebsites.com>



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