

# Leads That Last a Lifetime

What's the value of a new customer? It depends on the customer – but it also depends on the shop. Here's how to turn jobs into recurring revenue without cutting away at your margins by handing out a coupon book.



## Show Customers You Care

Most businesses today spend their time optimizing a process. The customer provides the input (a broken vehicle), and the shop turns it around as quickly as possible. Customer interactions are scripted for maximum profit and minimum problems.

If you can surprise a new customer with an unexpected "bonus" service or convince them that you care more about their happiness and their vehicle than their wallet, you'll earn future visits from them.



## Make Customers' Lives Easier

Many companies try to lock customers into contracts so it's impossible to leave them. Repair shops don't have contracts (and we don't either) so we each have to keep customers the old fashioned way - by making it easy to do business with us.

Use notes from repeat customers' prior visits to make their lives easier. Ask if they are bringing in the same vehicle, and would prefer the same time. Note any special requests they made in the past and ask if they'd like those repeated.



## Thank Customers For Referrals

Returning customers provide a stream of revenue. Referrals, however, can turn one visit into multiple streams of revenue. They are extremely valuable.

If you learn that new customers are being referred by an existing one, make sure to thank them. Try sending them a handwritten note – and include a small gift to really make an impression. People are accustomed to being asked for the favor of a referral, but they're sadly not used to being thanked for it.

*"Strive not to be a success, but rather to be of value."*

Albert Einstein

