

During Recessions, Focused Businesses Succeed

Auto repair shop owners who use recessions as an opportunity to master the basics put themselves in a position to survive the recession - and thrive in the years afterwards.



Focus on Core Services

Many businesses expand their services during periods of strong economic growth. This allows them to grow their customer base and offer more services to the customers they already have.

During a recession, it's better to focus on your core services. Continually refine your processes for those core services to increase efficiency and reduce failure rates. Equipment costs will also go down if you forego work on less common models or on services you perform less frequently.



Focus on the Fundamentals

Any profitable business has three core components. You can't remove one, even during a recession, or business will suffer.

Marketing brings new and existing customers into your shop.

Operations ensures that both customers and their vehicles get great service at your shop.

Finance ensures you are providing services profitably, and improves or stops unprofitable services.



Focus on Future Business

One of the easiest ways to lower costs is to train your staff to always focus on future business. Earning a new customer through marketing can be expensive, but earning repeat business with great service is free.

Focus on customers and their needs anytime you're talking with them. Make sure they understand what you're recommending for their vehicle. And never miss the opportunity to ask a happy customer for a review or for repeat business!

"My success, part of it certainly, is that I have focused in on a few things."

Bill Gates

