

Building a Strong Shop Identity

Today's customers are used to shopping around for everything. To prevent a race to the bottom on prices, work hard to exceed your competitors in a way that really matters to your customers.



Find a Differentiator

Sure, your customers care about price. But what else matters to them? Would they pay more if they knew exactly when they'd get their car back? If they trusted the technicians and parts more? Figure out what factors customers in your area really value in a repair shop, and then figure out which of those things you can knock out of the park.



Incorporate It Everywhere

Once you've chosen your differentiator, incorporate it in as many ways as you can. For instance, maybe you want to stand out as the most professional company in the area. You could keep your lobby and shop area clean and organized, invest in digital inspection tools and improve the look of your shop signage, marketing and invoices.



Focus Your Marketing

There's something in marketing called the rule of seven. A customer needs to hear your message seven times before they remember it. So whatever your differentiator is, don't be afraid to put it everywhere. Make it your company motto. Put it on all of your marketing. Include it on every invoice. The biggest companies even put it on the side of their trucks!



Don't Ignore The Basics

There's no differentiator that can save a shop from messing up the basics. Whatever your differentiator, make sure you still focus on customers when talking with them. Keep your return rate low, and make sure your customers are happy before they leave your shop. And don't get complacent on marketing - when it comes to business, peaks can turn into troughs quickly!

If you don't have a competitive advantage, don't compete.

Jack Welch

