

## Promoting a New (or Old!) Service

Whether you're trying to justify a new equipment purchase or you just want to increase your profit margins, most shop owners have a particular service they'd like to grow without wasting a fortune to market it.

The good news is that the message matters more than the medium. Here's how you draw attention to services you want to promote, without a hard sell.

*Any fool can make something complex; it takes a genius to make it simple*

Pete Seeger

Product Director at Docusign



### Start With the Benefit

Customers don't visit your shop because they want to buy automotive services – they come in because you can fix a problem they have. So when you're promoting a service, always start by asking "What problem does this service fix?"

Market to customers with that problem - ideally, to customers who already know they have the problem. And focus on how you'll make the problem go away.



### Be the Best

While a service might be new to your shop, it's probably not new to the world. In fact, many of your customers may already go elsewhere for that service. This means that you have to be prepared to explain why you're the best option for that service as soon as you offer it. Is it price? Warranty? Convenience?

Whatever it is, make sure to say it! And don't be afraid to say it several times. You might get sick of hearing it, but your customers will forget it within 10 minutes!



### Promote Your People!

When you're selling service, the people delivering that service really matter. Don't forget to tie your new product to the existing staff that they know and trust. If you've got a great relationship with the customer, that alone might be enough for them to try it out or even switch their providers for that service on the spot.



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