

To Sell or Not to Sell That is the Question

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So what's the plan here?

- Writing an estimate versus closing a sale
- Assess prospects and their needs
- Develop a relationship
- Dealing with different personalities
- It's ok to fire the customer

So what's the plan here?

- The Thompson List
- Educate your customer
- Resell the job
- Other things your shop can do

Estimate cost and closing ratio

- How much does writing an estimate cost
- Average closing ratio
- What would a 5% increase in closing ratio do to your bottom line?
- It's all about the sale and not about the estimate

The traditional sale

- Customer walks in the door
- Estimator meets the customer and accompanies them outside
- An estimate is written
- The estimate is explained and handed to the customer
- Customer leaves the shop with an estimate

What is wrong with this picture?

- Customer left the shop with an estimate
 - 80% of all sales people do not ask for the sale
 - A good estimator may not be a good salesman
 - Writing an estimate is your best guess
 - A good assessment of the prospect has not been made

A new approach

- Capture the sale
 - Greet the customer and assess the prospect
 - Look at the vehicle with the customer and briefly lay out a repair plan
 - You may not be able to write a complete estimate at this time
 - →Schedule the repair
 - Ask for an email address, and agree to go over the details after a complete repair plan has been prepared
 - Take good photos and notes

How about this?

- Take the keys
 - Most repairs need some type of disassembly for a complete repair plan
 - The vehicle owner will receive an honest assessment of the damage
 - Cycle time in most cases is lower
 - But the most important thing....
 - You have captured the sale

Developing the Relationship

- Find common ground
 - Be a “front-office ambassador”
 - Show understanding and concern
 - Look for a personal connection
 - Customers relate to:
 - Similar experiences and backgrounds
 - Family
 - Community ties



The Front Office Ambassador

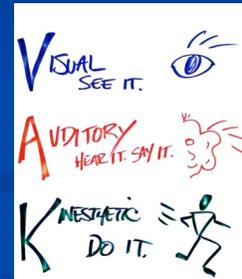


- Interviews the prospect
- Captures vital sales and marketing information
- Makes the prospect feel comfortable and begins the relationship
- Hands the customer off to a salesperson

Are you communicating properly?

If you don't know, your safest choice is visual

- Recognize the signs
- Show the customer what you intend to do
- Speak using words that communicate to the appropriate learning style



Customer Personalities

■ The Shopper

- Important to know how they found your shop
- Most often has other estimates
- May have no intention of using your shop for repair
- Costs your business money

Customer Personalities

■ The Easy Sale

- Loyal repeat customers
- Customers whose priorities you understand
- Customer that have been referred to you
- The walking testimonial

Customer Personalities

■ What Women Want

- Attention to small details
- Trustworthiness
- A connection
- Talk to “me” I own the car
- To be treated with respect

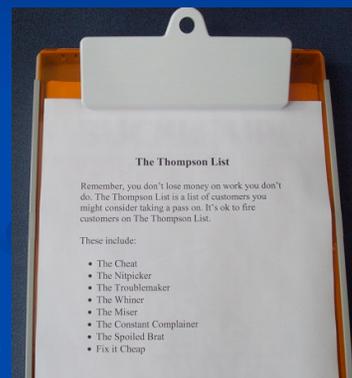
Customer Personalities

■ The Cheat

- Wants to bury the deductible
 - Wants you to cover unrelated damage
 - Wants to blame prior damage on you
- Document and set admin standards
 - Pre-repair inspection
 - Fire (or don't hire) the customer

The Thompson List

- Reserved for:
 - The Cheat
 - The Nitpicker
 - The Troublemaker
 - The Whiner
 - The Penny Pincher
- Others you can think of?



Customer Retention

- Educate your customer
- Prepare them for their next crash
- Give them something to put in their car and instructions on what to do when they have a crash
- Tell them it's ok to insist their vehicle is repaired at your shop
- Give them permission to disagree

Make the sale....again

- Make sure you have a good quality control check in place
- Walk out with the customer to the vehicle and point out the quality of your work
- Show pride in your work and your business
- Ask for the referral

What else can you do?

- Take care of the kids
 - Enroll a key person in CPS training

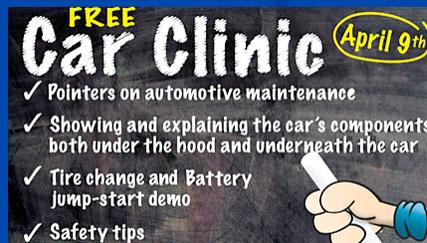


Resources

- The National Child Passenger Safety Board
<http://www.cpsboard.org>
- National CPS Certification
<http://cert.safekids.org>
- Safekids USA
<http://www.usa.safekids.org>

Branding in your community

- Host a community meeting
- Brand your business “friendly”
- Hold a car care clinic
 - Download the Women’s Car Care Clinic Kit at: http://www.carcare.org/womens_board



Work with schools

- Schools are career hungry
- Teachers & students crash their vehicles
- Be an advocate for students in automotive careers
- Encourage diversity and equality

Recap

- Don't write the estimate, close the sale
- Develop the relationship
- Deal with various resources
- Deliver the vehicle, close the sale again
- Customer retention and loyalty
- Other things you can do to make your shop memorable

Contact me

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