



# Fixed Operations Digest

## March, 2015

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### Larry's Ramblings

My toes are freezing...I may have frostbite, but I am afraid to look! February has got to be one of the coldest months in history. I'll bet that even Al Gore is cold! I spent most of the winter at my place in Florida and just got back to North Carolina last week. I am ready to go back.

Did you know that over the last five years the U.S. Automobile Industry sold 21 million fewer vehicles than the previous five year period? This means that aftermarket shops that specialize in marketing to the "Service Sweet Spot", (Maintenance and Light Repairs) have a significantly fewer customers to market to. The other good news for dealership service is that people are keeping their vehicles longer and as a result are having more "repair" work done on those vehicles to keep them running well.

A recent study asking customers why they chose Automobile Dealership for vehicle Service overwhelmingly responded, "Dealers do higher quality repairs than any other service outlet."

If I was a Service Manager I would be asking myself this question: What can I do to reach customers with older model vehicles? Repairs on vehicles 7 to 12 years old is dealership service's new "Sweet Spot". You need to get some of

this!

**NOTE:** The 2015 100 R/O Survey is now available for a free copy send an Email to [Larry@edwardsconsult.com](mailto:Larry@edwardsconsult.com)

## Every Dealer Needs Service Lane Greeters

Edwards & Associates Service Operating System is based on one simple premise; Give your Customer everything they want, then you have earned the right to charge them for it.

***The greatest need customers have is to be recognized!*** Most Dealership Service Departments do a terrible job recognizing customers. In many cases this is because the writers are handling too many repair orders each day so when a customer comes near them they tend to focus on whatever task is at hand and ignore the Customer until they finish their task.

E&A' Service Operating Process places Service Greeters at the service entrance door. They are required to make immediate eye contact with customers and follow a pre-defined process that is geared towards letting customer know they have arrived at a Dealership that cares about them and their vehicle. We also have the Greeters conduct a quick inspection of the vehicle with the customer. This accomplishes two objectives, it keeps the customer engaged until a service consultant is available and it sells a lot more Wiper Blades, Tires and Batteries.

Remember the selling rule; customers are 85% more likely to purchase something they "can see" they need than they are to purchase something they "are told" they need. Greeters can show customers what they need, so Consultants can sell them what they need.

Dealers who have implemented the E&A Greeter Process have seen tremendous increases in the following areas. Customer satisfaction, Wiper Blades, Batteries, Tire Sales as well as huge increases in service customer Retention and Service net operating profit.

Our Dealer Clients who are on this process are Number One in their region in Maintenance Parts sales as well as Service Satisfaction and Customer Retention. If you would like a complimentary copy of the E&A Service Process Description that shows how Greeters interact with Service Consultants please send an email request to [larry@edwardsconsult.com](mailto:larry@edwardsconsult.com).

## **Fixed Operations Managers *Best Ideas***

*In our Continuing Education Meetings (Master Minds) I hear some GREAT ideas. I want to share some of the best ones with you.*

- *Win a \$50.00 Gift Card: Customers who book their Service Appointments after 2pm Monday through Friday have their name entered into a drawing held every Monday. Winners receive a \$50.00 Visa Gift Card.*
- *When your parts runners are delivering parts ask them to stop at any car lot that has a vehicle that your dealership sells sitting on their lot. Get the Vehicle VIN and check for any open recalls.*
- *ASM Thank You Video: have your Advisor record a thank you video on your cell phone, upload it to You Tube then email the link to customers the day after their service visit.*
- *Quick Responder Code; have a QR Code built for your Dealership that links to your website's Specials. Place the QR codes around the Dealership, Parts Counter, Service Drive, Customer Lounge etc. Customers can use their smart phones to download your current specials. You can also link the QR code to videos about your Dealership.*

*If you want more great ideas like this you will have to join our Master Minds Group. Send an email to [sonya@edwardsconsult.com](mailto:sonya@edwardsconsult.com) for an enrollment form.*

## **Want more Profit in your Fixed Operations...**

Enroll in an E&A Manager College Course Today

Upcoming Seminar Schedule:

- Parts Manager College Course March 17 - 19, 2015 Charlotte, NC click here to [Enroll Now](#)
- Service Managers College Course April 21 - 23, 2015 Charlotte, NC click here to [Enroll Now](#)
- Service Consultant Advanced Selling Skills College May 13 & 14, 2015

Charlotte, NC Click here to [Enroll Now](#)

- Collision Manager College Course May 19 - 21, 2015 Charlotte, NC click here to [Enroll Now](#)
- Fixed Operations Manager Course I of II April 28 - 30, 2015 Charlotte, NC click here to [Enroll Now](#)

## **Executive Learning Resource for Top-of-the-Line Fixed Operations Managers or Those Who Want to Be**

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