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## NADA 84<sup>th</sup> Convention & Exposition



This year's annual National Automotive Dealers Association (NADA) convention will be held on February 3-6, 2001, in Las Vegas, Nevada. Hayes-Ligon will be there and is looking forward to meeting some of you personally. We'll be there to answer any questions you may have about *ServicePricing*™. Be sure to visit the ADP booth to view the **NEW** and **IMPROVED** version of *ServicePricing*™ Onboard. Ask for Harry Durken or Larry Cochran at the ADP booth for your demo and information on how to get this new product.

We look forward to seeing you there!

### **Feature Article –Add Value To Your Business**

Prepared by Jack Womack for *Dreamlife*

Sanford Botkin -- CPA, attorney, author and lecturer, and president of the Tax Reduction Institute -- offers hard-won advice on one thing that will give your business an advantage over competitors: added value.

"As a lawyer and accountant, I always believed that I should get paid for everything that I do," Botkin says. "If I speak, write articles, consult, refer a product to someone, I believe that I should get paid."

I had a client who wanted me to write articles that would appear on their Web site and would be used in their newsletter. They also wanted me to do this for *free*. I was aghast. How could anyone ask me to do something that I was used to getting paid for? They argued, quite convincingly, that they purchased a large amount of my tapes every month, and writing one article every once in a while won't kill me. Accordingly, I did this favor for them.

"Sadly, this company eventually declared bankruptcy. However, despite numerous creditors not being paid, the company found a way to pay me everything that was owed me and referred me to several companies as future clients for me. A favor deserved a favor, and they wanted to pay me back for extending myself on their behalf.

"Since that time, I have always tried to add as much value to my program as possible, such as writing articles, adding airline discount certificates, providing tax tips for clients' Web sites, and sending business their way, et cetera.

### **What's New**

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Although the customers for whom I did favors rarely paid me in cash, I did get repaid many times over in other ways. I have had companies give me free publicity that I couldn't have bought. I have had customers repay with lots of referrals. Moreover, as a result of my new philosophy of adding as much value as possible to whatever I do, I have never had a distributor stop selling my products. In fact, competition is almost nonexistent since I have adopted this philosophy.

"I cannot overstate the moral of this lesson: Never stop trying to add value and benefits to your customers. It could be as simple as to send them thank-you notes, articles of interest to them, tips, or just simply quarterly phone calls asking them, 'What more can I do for you?'

"That's the kind of valuable question that keeps customers coming back."

## Phone Shop Perfection!

Congratulations to all those who received a 100% score on Phone Shops for the month of December. They all gave to-the-penny quotes, did not transfer the incoming callers to alternative departments, and asked the caller for their business.

Autohaus Harrisburg Inc.	Ed
Balise Chevy	Fran
Balise Chrysler	Lorraine
Balise Motors – Mazda	Dwayne
Balise-Toyota	Alex, Connie
Carson City Mazda	John
Carter-Hughes Toyota	Glen
Cascade Porsche	Jill
Continental Subaru	Jake
Fairway Ford LM of Anders	Lee
Fitzgerald Toyota	Mark
Gorges & Company	Len
Gunther Mazda	Gordon
Lew Webbs Volvo	Rick
Libertyville Toyota	Jeff
Martin Mazda	Chuck
Middletown Toyota	Liz
Modesto Mitsubishi	Mike
Novato Toyota	Chad
Pepe Performance Cars Inc.	Chris
Ray Catena Imports Inc.	Michael
Right Toyota	Rick
Southern Oregon Subaru	Chris
Sunnyside Porsche	Jim, Josh
Towne Toyota – NJ	Mike
Toyota of Morristown	John
Toyota of Watertown	Susan
Valley Auto World	Jerry

## New Enhancements



As always, we are working hard to add all the new developments that you have requested. If you would like to see an operation added that isn't currently included, please let us know. The following are the latest improvements:

- **Acura US:** Now contains 2001 Model Year data for all sections.
- **BMW:** The following sections have been updated with 2001 Model information: 32–Steering, 62 – Instrument Instruments, 63–Lights, 64–Heating & Air Conditioning, and 65–Radio & Special Equipment.
- **Mazda Canada:** Internal and Retail Accessories sections now contain 2001 Model Year data.
- **Mazda US:** Internal and Retail Accessories sections now contain 2001 Model Year data.
- **Mercedes Benz Canada:** The following sections have been updated with 2000 Model Year information: Steering, Exhaust, and Electrical.
- **Mercedes Benz US:** The following sections have been updated with 2000 Model Year information: Steering, Exhaust, and Electrical.
- **Nissan US:** The following sections have been updated with 2001 Model Year information: Service Menus, Exhaust, Automatic Transmission, Standard Transmission, and Engine. This completes the 2001 Model Year update.



## Blue Oval: Getting You There!

Are you Blue Oval certified? If not, *ServicePricing*<sup>™</sup> can get you started toward achieving certification and financial rewards for your dealership. Join the 1,300+ Blue Oval certified dealers and call us today to get *ServicePricing*<sup>™</sup> installed. Installation may often be completed in less than 24-hours, providing you have the basic hardware.

Be sure to invest in ADP's Ford QCM (Quality Care Maintenance) package as an add-on enhancement to the *ServicePricing*<sup>™</sup> application. The Ford QCM module provides all the bundled services that are used by Ford dealers to present factory recommended maintenance. QCM is now available with new Ford P-Codes.

Call us today for more information on Blue Oval certification and Ford QCM. ADP Hayes-Ligon is working to get you there!

**Client Services Support 1-800-523-8477, option 5**

**Visit [www.DealerSuite.com](http://www.DealerSuite.com)**