



N e w s l e t t e r

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The year 2000 is well underway and many resolutions are still working. I would like to offer additional resolutions for Dealerships this first year of a new century.....

***We resolve to bring more service business into the Dealership.
We resolve to provide better service than the Aftermarkets and Independents.***

This is possible by using the ServicePricing product and the process model delivered in the recent “winning techniques” mailing. In brief review Service Advisors should:

- Identify yourself on every call. *Customers feel more confident when the people they are speaking with are confident enough to identify themselves.*
- Probe the caller and ask qualifying questions. *Customers don't care how much you know until they know how much you care.*
- Give an exact price. *When a customer hears “about \$265”, they think \$300. When a customer hears “\$243.50”, they think \$243.50.*
- Ask for the appointment / business. *The objective of a salesperson is not to make sales, but to make customers.*

This is a proven process that has brought over \$150 BILLION dollars of revenue to the competition (Aftermarkets and Independents) – this according to NADA statistics.

The ServicePricing tool is the catalyst to make this process work that will translate to better service and increased revenue. In October and November we provided CD movies, customization information and HL Buck information to all of our clients. This packet was full of valuable information to combine the ServicePricing product with the process outlined above to result in our new resolution for 2000.

If you are missing the packet or would like additional copies, please contact our customer service center. We would also like to take this opportunity to thank you for your business, and wish you much success as we enter this new century.

More 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 alternate departments, and asked the caller for their business.

Appleway Mitsubishi	Jenny
Carter-Hughes Toyota	Todd
Ed Bozarth Toyota	Vince
Fitzgerald Toyota	Sandy
Irwin Toyota	Ron
Kool Chevrolet	Mike
Manhattan Motor Porsche	Burt
Martin Honda	Andy
Martin Honda	Joe
Martin Honda	Chris
Martin Mazda	Bill
Martin Mazda	Chuck
Martin Oldsmobile	Bill
Martin Oldsmobile	Mike
Martin Oldsmobile	Tony
Mercedes Benz of Memphis	David
Nissan of Keene	Valerie
Oak Ridge Toyota	Sue
Prime Chrysler	David
Rick Hill Nissan	Chad
Stoddard Imported Porsche	Cindy
Sunnyside Porsche	Jim
Todey Mitsubishi	George
Town & Country Motors	Troy
Van Drisse L/M	John
Wade Raulerson Honda	Tony
Wasatch Front Isuzu	Cory

New Enhancements

As always, we are working hard to add all the new enhancements 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 newest enhancements:

- **Acura US:** Now contains a new section "Factory Maintenance".
- **BMW:** Sections 64 Heating and Air Conditioning and 65 Radio/Special Equipment now contain 1999 model year data as well as model year 2000 data for the E46 3 series.
- **Ford US:** The 2000 model year has been added to ATW and QCM. New operations have been added to brakes for Motorcraft Preferred Value brake pad and shoes.
- **Honda US:** Now contains a new section "Factory Maintenance". 2000 model year data including S2000 has been added to the following sections; Air Conditioning, Transmission, Fuel, Exhaust, Brakes, Front Suspension, Rear Suspension and Steering.
- **Nissan US:** 2000 Altima has been added and 2000 Accessories have been updated.
- **Nissan Canada:** 2000 Altima has been added.
- **Mazda US:** The following sections now contain 2000 model year data; Factory Maintenance, Maintenance, Service Menus, Internal Accessories and Retail Accessories.
- **Subaru :** 2000 model year has been added to all sections.
- **Volvo US:** The 2000 model year has been updated for the following sections: Maintenance, Service Menus, Factory Maintenance, Internal Accessories and Retail Accessories.
- **Volvo Canada:** 2000 model year have been updated for the following sections: Maintenance, Factory Maintenance, Internal Accessories and Retail Accessories.



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