

ADP SERVICE PRICING

N e w s l e t t e r

Volume 2, Issue 3

March 1999

People are Talking About ServicePricing

"... the response from the customer has been great. Most of the do-it-yourselfers will say it is not worth the hassle if labor is only that much; they would rather have our shop do it. That is a boost for my employees to know that they just helped to sell a part or labor. They then, and only then, transfer the customer for the first time to Service to schedule an appointment to have the work done."

-John Bigley, Tynan's Nissan/VW/Isuzu

"...the pricing guide has taken Sierra from the stone-age stumbling price-quoters to efficient information providing Service Consultants. We feature accessories for the Acura and Isuzu lines in a dedicated room. This is a touch and feel display we offer to clients that encourages them to add factory accessories to their cars. We have places a factory accessory binder next to the display which includes Hayes-Ligon pricing guide pages. Now our sales staff has one book to describe product features and price information - an installed, including-tax price. What could be easier?"

-Gregor Jittlow, Sierra Acura and Isuzu

Are you recognizing that benefits that your fellow dealerships are, such as those described above? We are committed to you and providing world class service. We want all of our clients to have as good a response as those above. If you are not seeing similar results, please call us so we can help.

HL Bucks, Good as Gold!

Some of you may already be aware of HL Bucks and the Operation Solicitation program. This is the promotional program that ADP/Hayes-Ligon is conducting that rewards you for helping us define more operations in our ServicePricing product. Not only does this help us stay competitive in the service pricing industry, but it helps to ensure that you have as much current information as possible. Previously we were giving away Hayes-Ligon (HL) Bucks for all new operations submitted. We would then select a name from all the entries submitted for a free trip to Washington DC! Well, we have made this program even better. We are now branching out to offer HL Bucks in several different areas, not just for those submitting new operations. Also, you will now be able to earn HL Bucks and then use them to get Hayes-Ligon merchandise like denim embossed shirts, canvas baseball caps, and leather bound portfolios to name a few. And don't forget the free trip to Washington D.C.! More detailed information will be coming soon including instructions and merchandise descriptions.

Chilton Times Are Here!

We have recently completed the research needed to organize the new Chilton Times for Ford Canada. We are proud to offer Chilton Times to Ford Canada. If you would like to include the Chilton Times in your ServicePricing guide, please let us know. We would be more than happy to provide you with this added time guide. Also, Warranty Wizard, the electronic warranty claims guide, was previously only available for our Chrysler and GM clients, but is now available for Ford U.S. You may call our Telesales Department (1-800-523-8477, option 2) or Client Services for more information on these or any of our products.

More Phone Shop Perfection

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

US	
Asheboro Nissan	Mark
Fred Hughes Motors	Tim
Grappone Toyota	Doug
Hammersley Motors Inc.	Kim
Martin Honda - DE	Andy
Martin Mazda	Bill
Martin Mazda	Chuck
Mike Smith Honda	Kiera
Mountain View Nissan	Sheila
Nissan of Middletown	Kevin
Pompano Honda	Brian
Royal Moore Toyota	Rick
Toyota of Somerset	Brett
Victory Toyota	Rich
Gunther VW	Scott
Canada	
Cambridge Honda	Andrius
Dow Motors Honda	Peter
Henley Motors Ltd Honda	Charlie
Whitby/Oshawa Honda	Bruce

New Enhancements

The Y2K Issue

The Year 2000 is fast approaching and we know that some of you have concerns. Our goal is to have all our electronic products Y2K compliant by June 1999. This will be handled through software loads. More information will come over the next several months, but be assured that ADP/Hayes-Ligon will be well prepared for the new millenium!

