

## Convince the Customer

**A**re you convincing the customers to do business with your dealership? If not, you should be. You can make claims that aftermarket or independent repair facilities cannot. Here are ways you can convince customers to do business with your dealership. Make sure that the customer knows that a Master Certified Technician will perform the work on their vehicle, and that the parts are genuine manufacturer parts.

Try using these phrases when convincing the customer:

***“Your work will be done right by our certified BMW Master Technician...”***

***“That part comes with a Mazda warranty...”***

***“This repair will guarantee that your Ford remains a Ford and all the parts fit...”***

These are just some of the claims that you can make that aftermarket and independent repair facilities cannot. By using ServicePricing and the techniques above you will be well on your way to:

- ✓ Increased revenue (higher level of labor and parts sales)
- ✓ Higher shop productivity
- ✓ Greater customer satisfaction

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## Memorial Holiday Schedule

Although our office will be observing Memorial Day on Monday, May 29<sup>th</sup> our Client Services staff will be available for assistance from 8:30 a.m. – 5:00 p.m. Eastern Time (EST).

We wish you a happy and safe holiday weekend!

## Client Success Stories

**H**ere’s what some of you had to say about your success with ServicePricing:

***“It’s very fast and accurate with all the parts and labor pricing. It’s a big plus to my job. I would strongly recommend this to anyone.”***

*- Tim O’Donnell*

*Rinaldi Chrysler-Plymouth-Dodge-Jeep  
Shenandoah, Pennsylvania*

***“...[we] have had tremendous success with it. It provides our service writers and service technicians with a fast and accurate way of quoting our customers with upcoming service costs.”***

*- David Mitchell*

*Kenny Kent Mazda-Volvo  
Evansville, Indiana*

***“...[it] has helped our Service Department in so many ways such as delivering jobs within time promises, giving creditability to factory warranty claims and monitoring our production schedules. I would not hesitate to recommend these two products [ServicePricing and Warranty Wizard] to anyone.”***

*- Ben Limma*

*The Valley Cadillac Corporation  
Rochester, New York*

***“My service productivity was up 18% over the prior year and I added 2 full-time technicians ... and extended my service hours to 9:00 p.m. We strive to get better every year and I feel your system has definitely helped this year.”***

*- Tim Hargrove*

*Pauly Toyota  
Crystal Lake, Illinois*

As you can see using ServicePricing gains results. ServicePricing is a valuable tool that helps eliminate wasted time. After all, time is money!

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## More Phone Shop Perfection

Congratulations to all those who received a 100% score on Phone Shops for the month of March. 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
Asheboro Honda	Dean
Asheboro Nissan	Allen
Balise Chrysler	Kevin
Beverly Hills Porsche	Eric
Champlain Motors Ltd.	Clarence
Champlain Motors Ltd.	Dave
Coliseum Lincoln Mercury Nissan	Carla
Ed Bozarth Toyota	Vince
Honda de Sigi	William
Jackie Cooper Volvo	Randy
Manoir Nissan Inc.	Collin
Marc Motors Nissan	Stacy
Martin GMC Truck	Tony
Martin Mazda	Chuck
Ray Catena Porsche	Michael
Route 40 Nissan	Tom
Twin City Toyota	Brad
Valley Nissan - TX	Gilbert
Van Drisse L/M	John

### NEED SUPPORT?

You can reach us at ...

**1-800-523-8477**

**Fax: 301-294-4979**

Accounting – press 1

Sales – press 2

Installation – press 3

Client Services – press 5

ServicePricing Changes – press 7

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## 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 latest enhancements:

- **Acura US:** All sections now contain 2000 model year information.
- **BMW:** Sections 32 - Steering, 33 – Rear Axle, and 11 – Engine have been updated with 1999 models and 2000 E46 3 Series models.
- **Honda US:** Two new operations have been added to the Steering section; “Tie Rod (Inner) – Replace (One/Both)” and “Tie Rod (Outer) – Replace (One/Both)”. One new operation has been added to the Engine section; “Pump, Oil – Replace”.
- **Isuzu LV:** Now contains 2000 model year data for all models except Hombre.
- **Mazda US:** Now contains 2000 model year information for all models.
- **Nissan US:** Now contains 2000 model year data for Internal and Retail Accessories sections for Sentra. In addition, 2001 Pathfinder information is now in the Internal and Retail Accessories sections.
- **Subaru:** Now contains 2000 model year data.
- **Toyota US:** Now contains 2000 MR2 Spyder data in Internal Accessories, Retail Accessories, and Service Menus sections.



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