

Here's What People Have Been Saying

"... 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 placed 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

Recently we have received numerous letters from satisfied clients who have told us how ServicePricing has worked for them. In addition to the two quotes above, we have collected over 30 other letters! If you are not having the same experience, please contact us and we will work together to help you reap all the benefits that ServicePricing has to offer.

If, for example, you are having difficulties getting your staff to use ServicePricing, we would be happy to share a cassette recording of actual phone shops. They reflect two successful scenarios and two that portray what happens when Service Advisors don't have access to or use an effective tool for price quotes. These can really help to hit the point home!

PC Users
Only

Y2K and the New ServicePricing 4.1

ADP/Hayes-Ligon's ServicePricing 4.1 will be in General Release soon. It will include many new features and functionality such as Dealer Defined Operations (encompassing all Models/all Years), Applied Model Discount, Quote Discount, ability to Delete all Quotes at one time, option to automatically display Operation Notes when entering the Applied Model Screen, a negative amount can now be entered when doing a Client Operation in a Quote, Database Load Dates and Part Price Effective Dates are retrievable via the About Screen, and Y2K ready for Display and Print.

When you receive the new software you will be instructed to load it and return the enclosed form noting the date of load. Since the new release is Y2K ready, it is very important that you load the new ServicePricing software as soon as you receive it and return the accompanying letter. *Your product will NOT be Y2K ready until you do so.*

Need Support?

Below is a list of phone numbers that will be useful when needing support. **1-800-523-8477** is the toll free number for ADP/Hayes-Ligon's Rockville, MD office. After calling and receiving the main menu, choose from the options below for the specific department needed.

Accounting/billing issues – press 1

Sales information – press 2

Installation status – press 3

General client support – press 5

Changes to setups/customizations - press 7

Teletraining scheduling – press 459

More Phone Shop Perfection

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

Keyes Acura	Allan
Kokomo Autoworld Toyota	Vee
LaFontaine Toyota	Dean
Lindsay Acura	Sanford
Martin Honda DE	Andy
Martin Mazda	Bill
Martin Oldsmobile	Bill
Martin Oldsmobile	Mike
Modesto European	Dave
Southland Imports Nissan	Mark
Newark Toyota	Paul
Nissan of Middletown	Kevin
Pomoco Chrysler Plymouth	Phillip
Pomoco Chrysler Plymouth	Bryan
Rickenbaugh Cadillac	Steve
Smithtown Nissan	Dave
Smothers European	Noel
Stadium Honda	Dave
Steve Low's Midwest Toyota	Jody
Thomas Motors Downtown	Ron
Toyota of Merced	Dan
Toyota of Puyallup	John
Uebelhor & Sons	Mark
Uebelhor & Sons	Chester
Valley Toyota - ND	Terry

New Promotional CD

In the coming months you will be receiving a free promotional CD for your PC that will give you a brief introduction and explanation of ServicePricing. It is an interesting demonstration on the benefits and features of ServicePricing. Be on the look out for it and we hope you enjoy it.

New Enhancements

As always, we are working hard to add all the new enhancements that you have expressed a desire for. The following are the newest enhancements:

- **Chrysler, Dodge, Dodge Light Truck, and Plymouth US:** Clutch and Cooling sections now contain 1999 model year info (except Viper).
- **Honda Canada:** Labor times have been updated for all models.
- **Mitsubishi:** Automatic Transmission Section now contains 1999 model year information and a new operation "Seal, Transfer Case – Replace".

Quick Steps

Below are five quick steps that will help you and your dealership increase your Parts and Service sales, as well as increasing return business.

- **Smile on the Phone-** Customers appreciate a warm greeting.
- **Ask the right questions-** Listen to the customer's concerns, clarify anything you don't understand, and identify the possible solution.
- **Quote an exact price** – Avoid language that suggests uncertainty, like "about" or "roughly".
- **Ask for the business** – Give customers a choice; it's polite and it's a good sales technique.
- **Keep up-to-date** – Update your pricing guide as soon as your updates arrive.

