

N e w s l e t t e r

Helping to provide the best in client and customer satisfaction!

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Aftermarket *Blues*

... with the ultimate customer retention system!

Did you know that customers believe that aftermarkets are easier to do business with than dealerships? Based on NADA statistics, dealers only have **20%** of the **\$189** billion services and parts market. Aftermarkets (independents and mass merchandisers) are eating up the rest of the market. That means 8 out of 10 customers are going to the competitors!

The *San Francisco Examiner* reports that 1 out of 5 people would rather go to the dentist for a root canal than take their car to the dealership! Why? It probably has something to do with how much service you provide *before* the actual service. Does your dealership...

- ✓ Offer evening and weekend hours?
- ✓ Place callers on hold?
- ✓ Transfer callers from Service to Parts?
- ✓ Provide exact service quotes?
- ✓ Ask callers for the business?

Customer service is definitely the key! Management experts say that successful businesses in the 21st century will not only deliver effective products and services, but will also need to deliver information effectively.

The three C's make a successful business and promote customer retention:

- C**onnecting with the customer
- C**onvincing the customer
- C**ommitting the customer

We believe that the *ServicePricing*TM philosophy falls in line with the three C's concept. *ServicePricing*TM encourages dealers to "connect with the customer" at the time they answer the phone warmly and ask the right questions. Asking the right questions will determine the customer's concerns, clarify anything you don't understand and identify a possible solution.

*ServicePricing*TM allows dealers to "convince the customer" by providing an exact quote for 90% of all common service operations, including labor, parts, shop supplies, and taxes.

Finally, dealers "commit to the customer" by asking for their business after providing the quote. Giving the customer a choice of when they may bring their vehicle in to be serviced is polite and a good sales technique. We also encourage you to update your pricing guide as soon as you receive your *ServicePricing*TM pages, disks, or tapes.

As a result of using *ServicePricing*TM, dealers will begin promoting...

- ✓ Higher customer –pay labor sales
- ✓ Higher parts sales and service sales
- ✓ Higher customer retention

*ServicePricing*TM... the solution that makes sense.

July 4th Holiday Schedule

Although our office will be observing Independence Day on Tuesday, July 4th, our Client Services staff will be available to assist you from 8:30 a.m. – 5:00 p.m. Eastern Time. Call us at **1-800-523-8477, option 5**.

We wish you a happy and safe holiday!

More Phone Shop Perfection!

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

Acura Centre	Wayne
Acura Optima	Jean-Francois
Acura West	Carmen
Andy Jones Mazda Isuzu	Gary
Asheboro Honda	Dean
Atlantic Acura	Bonnie
Auto House Honda	Kevin
Auto Manic	Martin
Automaster Porsche	Pat
Automobiles Bobby Dube	Michel
Autos Economiques Casavant	Alexandre
Autos Economiques Casavant	Ive
Autos Nord-Sud	Sylvie
Balise Motors - Mazda	Steve
Bert Wolfe Toyota	Burks
Birchwood Honda West	Jeff
Brockville Honda	Sharon
Calgary Honda	Ken
Cap-aux-Meules Honda	Mario
Chagnon Honda	Jauslin
Civic Motors	Bill
Contemporary Porsche	Kevin
Crown Acura	Dennis
Diamond Motors Nissan	Ray
Dilawri Acura	Ken
Drummond Honda	Guilanne
Dubois Honda	Joyce
Encore Auto	Sylvie
Excel Honda	Gabriel
Forman Honda	Ken
Frontier Honda	June
Garage Civic	Frank
Gore Motors	Jeff
Hamburg Honda	Isabelle
High River Honda	Bonnie
Honda de Blainville	Lise
Honda de Boucherville	Brigite
Isuzu of Omaha	Jerry
Lallier Auto (Charlesbourg)	Francois
Lallier Auto (Hull) Inc.	Rene
Lees Toyota	Donna
Longueuil Honda	Ellen
Luciani Acura	Manuel
Mazda of Wooster	Todd B.
Meidl Honda	Kryisia
Midwestern Auto Porsche	Josh
Monticello Toyota	Mark
Northwest Acura	Scott
P.A. Leblanc	Richard
Pitcairn Volvo	Tony
Plantation Nissan	Ken
Reeves Import Motorcars Porsche	Jeff
Sept-Iles Auto Honda	Erman
Sept-Iles Nissan, Inc.	Gaston
Southern Oregon Subaru	Greg
Sterne Acura	John
Terry Shaver Mazda	Ben

Terry Shaver Pontiac	Ben
Trois-Rivieres Honda	René
Trophy Auto-Toyota	Roger
Villeneuve Honda	Patrick

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 Canada: Now contains 1999-2000 model year data for all models except 1999 CL.

Acura US: Now contains 2001 CL Internal and Retail Accessories, Factory Maintenance, Service Menus, and Maintenance.

BMW: 2000 model year data for: Maintenance, Engine Electrical system, Fuel System, Fuel Supply System, Cooling, Exhaust, Manual Transmission, Brakes, Clutch, and Wheels and Tires. New data has been added to Body/Internal and Body/Retail Accessories.

Daimler/Chrysler Canada: Now contains 2000 model year information for all accessories.

Ford Canada: 2000 model year data for: Fuel, Air Conditioning, Cooling System, Electrical, Body, Automatic Transmission, and Exhaust. In addition, a new operation (AT41) "Extra Time for Post Road Test (After Repair)" has been added.

Ford US: 2000 model year data for: Fuel systems & Manifold, Air Conditioning and Heating, Cooling System, Electrical, Body, Automatic Transmission, and Exhaust.

GM Canada: 2000 model year information available, including Chilton times for all sections.

GM US: 2000 models updated with Chilton times and Durastop brake operations have been added.

Honda Canada: 1999-2000 model year data for all models.

Honda US: 2000 Insight and new operation "Switch, Lighting/Turn Signal - Replace".

Isuzu LV: 2000 Hombre added to all sections except accessories.

Jaguar Canada: Internal and Retail Accessories sections now contain 2000 model year data.

Jaguar US: Internal and Retail Accessories sections now contain 2000 model year data.

Nissan Canada: Now contains 2000 model year data for all models.

Nissan US: Now contains 2000 model year for all models.

Toyota US: 2000 MR2 has been added to all sections.

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SERVICE PRICING
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