
CUSTOMER RELATIONS

Which Service Would you Buy? (continued)

The second presentation provides the customer with two choices and two prices to choose from. Just by offering them the second choice you've increased the likelihood that they'll have their brake service performed at your dealership by 33%. By emphasizing the skill of your technicians and the quality of your parts you'll improve your chances even more!

Remember, brake service using Motorcraft Parts will be priced competitively with aftermarket brake services. If the customer is hesitant about either service due to price, point that out, and emphasize that correct brake operation is essential to vehicle safety!