

CUSTOMER RELATIONS

Earn a Customer's Trust and They Are "Your" Customer for Life



So often in our hectic day-to-day business life we overlook the basic fact that you must earn the trust of a customer.

Think about this;

- When you talk about the doctor that you visit for medical advice do you call him "your" doctor?
- When you describe the dentist that cleans and repairs your teeth do you tell others that he's "your" dentist?

Generally, if you're not happy with a service provider, you will use "the" before their title. If you are happy, you use "my" when referring to them.

So, do you want to be "the" dealership, or "my" dealership to your customers?

Here's a few tips on how to make your customers refer to your dealership as "My Dealership".

- Brake service sales are a team effort! It is not just the job of the Service Advisor to sell service, it's the job of every person in the dealership! Remember, you are a professional, act accordingly and you will not only impress your customers but you will also impress their friends when they refer them to you!
- Never "talk down" to a customer. Just because a customer doesn't understand the operation of a vehicle doesn't mean they're stupid. Usually, you can explain how a complex system works quickly and in terms that even a non-technical person can understand. Remember, your customer respects your expertise and nobody wants to be talked down to by someone they respect!

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