
CUSTOMER RELATIONS

"To Get Ahead, Plan Ahead"



Sales are an essential ingredient to every business. Without sales all the tools in a technicians box are just chrome eye-candy. Without sales, every service advisor becomes just another pretty face. Without sales, the service department in any dealership becomes a financial drain.

So whose job is it to get those sales? Think about it.

- Ford and your dealership provides advertising to attract service customers.
- Your dealership provides a facility, pays the utilities, insurance etc. so vehicle service can be performed.
- The service advisor meets, greets, and advises the customer on their service needs.
- The service technician performs the diagnosis and repairs the vehicle.

In short, vehicle service sales are a team effort! Every member of the team must work together to create a satisfied customer that will return to your dealership.

- However, keep in mind that without a plan, no team can operate at peak performance. Imagine a professional football team trying to play a game without a plan!
- You are a professional too! You should have a plan on how best to gain and retain customers!
- This plan can be as simple as sending out reminder cards to customers when service is due on their vehicles and performing courtesy safety inspections. Technicians should also be prepared to explain why a vehicle needs a recommended service, as well as showing the customer the parts that need replacement.

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