



Ask Us About Our Machine Shop Services

How It Works

One of the first steps to achieving a Master Machine Shop status is to continue the NAPA Pipeline color scheme to your shop. The shop work areas must be properly labeled, clean and capable of cylinder head refinishing or complete engine rebuilding. Master Machine Shops should establish professional procedures to increase the shop's efficiency and to convey to customers the quality of work performed. When the work order comes in, tag the equipment and indicate the type of work to be performed. List the parts used and identify each part for the job with the work order number; give a copy to the consumer upon job completion. On heat sensitive parts, place a heat indicator tab to identify customer-induced overheating that may result in a service complaint.

Enhance customer service in your machine shop by ensuring that your employees receive proper training from the NAPA Machine Shop School, ASE certification or vocational schools. Master machine shops are staffed with at least one person who has completed the above training. Most shops have one to three employees. Have the staff wear uniforms with the "foreman" designated as such on his uniform.

Effective marketing and merchandising techniques are integral to the master shop program. Bring the backroom facility "up front." Let your customers know a machine shop is another service you

offer. Hang banners inside your store and set up exterior signage to inform passing customers of the services. Keep signs at eye-level. (Appropriate signage is available through the NAPA store design program.)

Make the shop more visible. Clearly mark the shop entrance with a sign. If permitted by state law, add glass windows to allow customers to see the type of work performed.

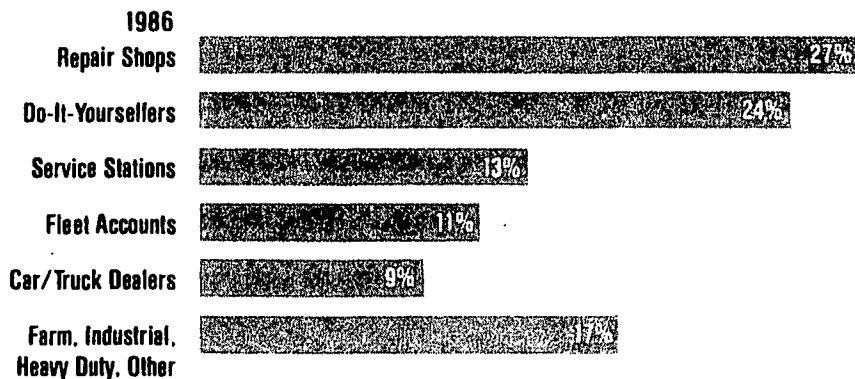
Dealer customers—automotive repair shops and service stations—make up 40 percent of a shop's business. Let them know the NAPA AUTO PARTS store that fills part orders also offers a machine shop services. Include self promotional material in billing statements and even on delivery trucks. If you have added equipment, say so. These methods are some of the inviting ways to attract more customers to use your shop's services.

Keep the do-it-yourselfer in mind, too. Nearly one-fourth of machine shop customers are serious do-it-yourselfers. Don't restrict your market's radius to a limited area. If someone is doing restoration work on a classic vehicle, driving a few extra miles is well within reason to get the job done right.

Machine Shops can be a profitable investment. Necessary equipment to set up cylinder head services includes valve seat grinder, valve refacer, valve seat and guide machine, crack detection, head resurfacers, spring compressor, valve spring tester, knurling kit, press and attachments, brake rotor and drum lathe. Cleaning equipment is also a prerequisite. The checklist should have a cold tank, jet cleaner, glass bead cleaner and air compressor for basic automotive work. If you are ready to invest in your store's future or seek to become a Master Machine Shop, contact your NAPA Engine Parts representative.

*Source: Automotive Service Industry Association—1987

Jobber Market For Machine Shop Service



Source: Jobber Topics