
CUSTOMER RELATIONS

Which Service Would you Buy?



Let's take a look at different ways to present a brake service recommendation, and then you can decide which service you would buy!

Service Advisor explaining to customer their options for brake service:

"Ms. Smith, I've explained to you which brake system components need to be replaced. Now we can replace these parts with Ford Original Equipment brake system parts which would return your vehicle's brake system to factory specifications for \$XXX. Would you like us to do that?"

This customer now only has two choices, yes or no. The chances are at least 50-50 that "NO" will be the answer.

Now let's look at a Service Advisor that uses the Motorcraft Option when explaining brake service options:

"Ms. Smith, I've explained to you which brake system components need to be replaced. Now we can replace these parts with Ford Original Equipment brake parts which would return your vehicle's brake system to factory specifications.

However, here at Hometown Ford we can also offer you our premium Motorcraft Brake Service. As you may know, Motorcraft parts are produced by Ford specifically for Ford Cars and Trucks. These parts are designed to Ford specifications, yet are priced to be competitive with aftermarket brake parts. We can offer you our Motorcraft Brake Service for only \$XXX.

Mr. Smith, both the Ford Original Equipment Brake Service and the Motorcraft Brake Service will provide you with the piece-of-mind of knowing your brake system has been restored to peak performance. This service is performed by factory-trained Ford service technicians using parts that were specifically designed for your car/truck.

We can offer you the Ford Original Equipment Brake Service for \$XXX, or the Premium Motorcraft Brake Service for \$XXX, which would be better for you? "

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