

CUSTOMER RELATIONS

Offer the Customer A Choice



The automotive service business is a "need-based sales" service industry. If the Around the Wheel Report Card inspection indicates that a customer's vehicle requires service, you have identified their need (brakes). It is then essential that you explain to the customer the advantages of having their vehicle serviced at your dealership. These advantages include:

- Convenience - The vehicle is already in your shop, making things convenient for your customer.
- Expert Technicians - Ford Technicians are the best trained in industry (Ford Technicians score an average 15% higher on ASE tests than the industry average).
- Ford and Motorcraft Parts - Highest quality available for their vehicle.
- Competitive prices - Motorcraft brake parts

However, one of the basic rules of need-based sales is to always offer the customer a choice!

If a customer only has the choice of saying yes or no...well, as often as not they're going to say no. For that reason it's always important to offer the customer additional choices!

By offering the customer both the Ford OE Brake Service and the Motorcraft Brake Service you have reduced the "No" option down to 1 of 3 choices rather 1 out of 2. That immediately increases the chances that the customer will give you their brake service business!

Produced by Ford Motor Company
MOTO 000020