
CUSTOMER RELATIONS

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

- Whenever possible have the customer inspect the damaged parts. You may think that they don't know what they're looking at, but you don't have to understand how brakes work to look at damaged parts and know that they're damaged. If there is any question to the customer about how a damaged part should look, show them a new part and let them compare for themselves!
- Take a "delivery" road test with your customer! Let them feel the difference in how their vehicle operates and show them that you are concerned and confident in their satisfaction!
- Customers sometimes feel that dealerships are too impersonal. They sit in a waiting room and never actually meet the person that works on their vehicle. Introducing the service technician that actually performs the work often adds the personal touch that puts the customer at ease and shows them how much the dealership values their business!
- After a vehicle is serviced, if it "comes back" with a customer concern, show the customer that you are concerned as well!

Keep in mind, automotive service is a "service" industry. Those that provide the best service make the best income. Your goal is to "Fix It Right the First Time, On Time". Doing so will change the customer's description of your dealership from "the Ford Dealer" to "My Ford Dealer".

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