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## **CUSTOMER RELATIONS**

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### **Offer the Customer A Choice (continued)**

Explaining that your dealership has Factory-Trained Service Technicians and brake parts that are specifically designed for their vehicles is also an additional incentive for the customer to have their vehicle serviced now!

However, even offering the customer a choice in service will not always convince them to have the service performed. This is where a few words from the service technician can be critical. To some customers having a service technician briefly explain their need will convince them that they should have the service performed NOW!