

Three marketing musts that you can't just hire out

No solution can do it all for you; you have to do some things yourself.

Every shop owner I know is constantly called by people trying to sell them the latest and greatest in marketing solutions. As in life, not all things are created equal. I'm not saying that some of the marketing companies aren't great. They are. We use a lot of them and recommend them to our members.

The real problem is that none of them can do it ALL for you. There are things that YOU HAVE TO DO YOURSELF. These things take work, dedication and persistence. You cannot, as owners of the business, just sign away or pay away some responsibilities. If you want to get the most from your shop and your marketing dollars, then there are three things that YOU must do. Let's listen to Head Coach George Zeeks explain the three.

Customer Frequency Reports

For a shop, this is must-have information. While there are some companies out there that can generate this report for you, there is a way that you can gather some of the basic information

yourself. It is nowhere as complete as a computer-generated product, but it can get you started in the right direction. Either way, you must look long and hard at the results. If you have a company giving you the information, spend the time to go through it and make changes based on the information.

If you don't have a company generating the report for you, here are some things to look for. First, pull up the week from this time last year. Look at all the customers who came in and pull them up in your Point of Sale System. Then look at each customer and see how many times they have come in since last year. Write down each customer, and next to it have columns for 0, 1, 2 and 3+ visits. If this is done weekly, you will begin to see what is really going on in your shop. Any customer who has not been back in 12 months you may have already lost. Think of every person who has ever come into your shop. If you still had every one of them, would you even have time to read this article?

Now it is time to follow up. You might want to give the customer a call. The only

one who can tell you why they didn't come back is the one that didn't come back. Call them, send a text, send an email or a postcard — but do something. You can recover a lot of these customers and that is much cheaper than trying to generate new ones. Have a plan and then follow it through. Do the work.

A phone log

The second key thing you must do — and no one can do this one for you — is to have a Phone Log. If you are spending any time, money or energy on marketing, then you must follow up and see what is causing people to call your

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shop. You have to track how people are finding your number. You have to know what is driving them to call you.

The phone log will let you know how many cars a day your front staff is handling. Is it causing a problem with getting the job done? Is it generating cars in the door? The phone is your lifeline and it needs to be treated with respect. A phone log, kept on every call, will track what is or is not coming in your door. It takes only seconds to write down a potential customer's name, year, make and model, phone number, how they found you and make the appointment. Not only will this help you follow up on the no-shows, it lets you know how people

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Chris "Chubby" Frederick, CEO

found you. Then we can look at the different marketing that we are doing and see what is working. Is one marketing source providing more people than another? Do we have something that is creating phone calls but not people giving us the keys?

Or suppose you are getting a lot of calls but very few are showing up. Perhaps we need work on our phone skills? Selling starts at the phone, not when the customer walks in. Either way, this is information that you have to know.

Marketing Source Report

Finally, you must have a Marketing Source Report. Every customer who walks through the door must be asked how they found out about you. Every possible marketing source must be included. Did they find you from a friend? Are they a repeat customer? Was it a mailer, the internet or a sign at a local baseball game? You have to know what is working and what is not. This is the only TRUE WAY to measure the success or failure of your marketing.

More important than that is you must know how many are coming back a second time. The vast majority of shop owners NEVER track the SECOND VISIT! It's great if they come in for the first time, but it tells so much more about your business if they come in a second time. Many shops get people to come in once and they never see them again. The worst part is that they don't even know that the customer did not come back. Don't be that person that just doesn't know.



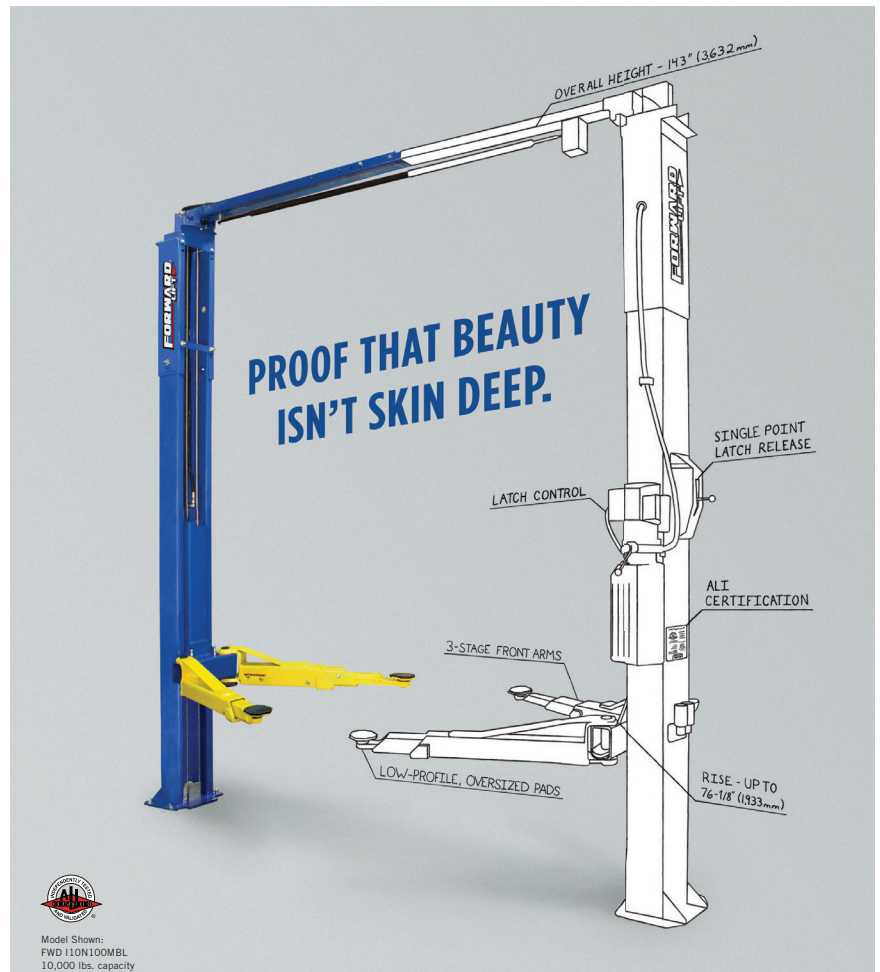
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across North America to drive profits and dreams home to their families. This month's article was written with the help of Coach George Zeeks. chubby@autotraining.net

We see a lot of customers coming in one time and we never see them again. Why? Again, the only person who can tell you why they did not come back is that person who did not come back. You have to find out what happened and if there is anything YOU can do about it! You can't do that unless you have the information. This is easy enough to do

and is found in almost every Point of Sale System. The real key is how do you have yours set up? Does it track the right information?

If you would like a copy of the Marketing Source Report and the Phone Log, you can download a copy at www.ationlinetraining.com/2017-08 for a limited time. **TL**



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