



Norman Rose  
nrrose@excelsalesconsulting.com

## Attracting Customers

# Creating a Positive Image

The automotive industry has undergone a complete transformation at all levels of distribution within the automotive aftermarket over the past decade; as mentioned before, it has continually improved its image for the better. Let's focus on the Professional Automotive Service Providers' image and how that has been transformed.

### Professional Automotive Service Providers' image

The average consumers have typically based their general impression upon their first interaction with a service provider. The consumer's first impression has not always been accurate; however, in all fairness, that impression is based solely on what they have personally observed. That's understandable. The image being created starts as soon as they pull into the parking lot. They assess the exterior of the building, then how they are greeted, and of course, they notice the shop interior: is it clean, presentable and organized? In past times, owners were not as concerned about the look of their parking lot, the exterior décor or whether the paint in the office was dirty and peeling - for many businesses, it didn't matter. The prevailing attitude was - "Hey, I'm busy, I fix cars for a living!" The showroom was certainly not a main concern. Now, the consumer's expectations have changed a great deal. People have many more choices where to get their car repaired. Look at your customer base; it is

likely a good reflection of the image you are projecting. If you would like to increase and improve your clientele, you might need to assess and improve your own image to attract more customers...

#### Here are a few things to consider:

- Do we have a clean and presentable front office?
- Do we greet people in a friendly way?
- Do we display good teamwork?
- Do we take the time to listen to our customers?
- Do we show a sincere appreciation for the business - readily thanking our customers?
- Do we have knowledgeable technicians who provide quality repairs?
- Do we have the necessary equipment to do the repairs?
- Do we counsel our customers on the importance of preventative maintenance?
- Do we invite them back?

Many shops can do quality repairs; however, let's not lose sight that this is not the only factor that will incite clients to come back - what will keep them is exceptional quality service. Do quality repairs, yes, but create a positive memorable experience by offering exceptional customer service as well. It is what the consumer has come to want and expect - after all, we are in the business of servicing the customer as well as his/her vehicle!

### Tips for improving one's personal image

A few simple tips to assess your appearance

<b>Smile</b>	Regularly
<b>Phone Image</b>	Be professional, friendly and upbeat when answering the phone
<b>Body language</b>	Use positive body language
<b>Listen intently</b>	This demonstrates true charisma
<b>Enthusiasm</b>	Show enthusiasm in everything you do
<b>Personal hygiene</b>	Display good grooming and dress habits.

I guarantee that if you make even the slightest change toward improving your image, this will have a major positive impact on your personal and professional success.

Remember, what has dictated your success in the past may not be the formula for a successful future. Possibly improving your image may help improve your bottom line!

It may make all the difference in the world! Try it! **CASP**

Norman Rose is President of Excel Sales Consulting. His company offers many sales training and customer service programs specifically for the automotive industry. To discuss your training needs, contact Norman at toll free at 1-877-231-2330, or by email at nrrose@excelsalesconsulting.com.

