



# FINISHMASTER™

## IT'S JUST *SMART* BUSINESS!

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BEST PRACTICES NEWSLETTER

### Be Clear on Your Marketing Strategy

In this competitive market place, you should consistently update your marketing strategy. A good marketing strategy provides specific goals and should include:

- Description of the key or target customers
- Competitive market segments in which the shop will compete
- Unique positioning of the shop versus the competition
- Reasons why the shop is compelling to customers
- Price strategy versus competition
- Marketing spending strategy with advertising and promotion
- Possible research and development
- Market research expenditure strategies

A concise strategy will help you hit the target, increased sales.



### Sales & Marketing Shop Best Practices

Are you regularly reviewing how you market your shop? Start with this check list...

Does your shop monitor CSI rating, to increase repeat and referral business?	YES	NO
Does your customer service advisor resell the job to the customer upon delivery?	YES	NO
Does your shop continually pursue DRP agreements with insurance companies?	YES	NO
Do outside sales reps call on agents, companies, fleet managers and dealerships?	YES	NO
Is ample parking available, clearly marked, and visible from the street?	YES	NO
Are your reception areas and rest rooms neat and clean?	YES	NO
Do your employees greet customers promptly, make eye contact and address them by name?	YES	NO
Does your shop measure performance of on time deliveries?	YES	NO
Do estimators track estimates that have been converted to repair orders (close ratio)?	YES	NO
Have estimators received formal sales training to increase close ratio?	YES	NO
Do customer service representatives have accountability for customer satisfaction?	YES	NO
Does your shop have a method to educate the customer on the repair process?	YES	NO
Do you record how each prospect learned about your shop when writing the estimate?	YES	NO
Does your shop measure the effectiveness of advertising expenditures?	YES	NO
Do you have strong relationships with the top 10 insurers?	YES	NO
Do you have a detailed shop profile to market your facility to DRP managers?	YES	NO
Do you have alternate profit centers within your facility to market to your customers?	YES	NO

Our Business Is Making Your Business Better