



Welcome to Better Business Tip # 1 brought to you by The Business Doctor.

Wiper Blades

In my part of the country there are two distinct climate changes, between summer and winter.

And with each season there is the opportunity for you to build the relationship, with your customer.

Each time your customer brings in their vehicle for servicing; always perform a "Pre Work - Inspection".

Get the customer, and take them out to the vehicle and walk around their car - look at the vehicle. As you go consult your checklist, "ah, I hear you say but I don't have a checklist".

Don't worry this will be provided in a later tip.

Back to the Pre Work Inspection check. With the client in tow slowly make your way around the vehicle.

Point out any obvious faults like wearing or bald tires, check for windscreen chips or cracks, look under the engine for any obvious oil drips and of course look to see if the wiper blades have vulcanized or stuck themselves to the windshield.

If they have, then ask the client if they would like these replaced. Tell them that these are a **Labour Free** replacement, and that they will only be charged just \$9.

Now your cost price could be anywhere, from \$2 to \$3. But with a 300 percent mark-up applied to say 40 cars a week that would equate to not just a more satisfied customer, but to an extra \$6 in Gross Profit - with very little in the way of additional labour cost to you.

The benefit, besides a very happy customer, is that you will be asking them to confirm the Pre Work Inspection Checklist at the completion of the look over of the vehicle.

Simply put, you are not leaving additional profit on the table and because the customer has signed their authorization then and there, it is not an item that has to be SOLD, later.

Let's do the math, say 40 cars per week for service, multiplied by say \$6 dollars Gross Profit - this is an additional \$240 each week, just in wiper blades.

Now let's also say, that you get each of your client's vehicles back say twice a year. That is an additional \$6,240.

Not bad for a few extra minutes work.

So, till next time remember that being of service to your customer is not about selling, it is about making their motoring easier and safer.

And if you have any questions feel free to e-mail me at jeff@thebusinessdoctor.com.au

Regards

Jeff Miles