

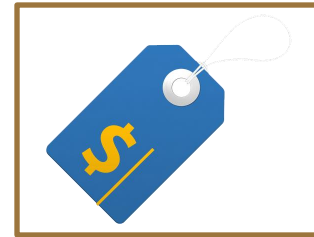
# 7 Dealer-Proven Ways

To Create the Best Customer Experience



# “Wow” Customers into Doing Business with You

As a dealer who has increased competition with the growing trend of Internet, creating the best possible experience has never been more important. Here are 7 proven ways to create the best customer experience and breed customer loyalty into your dealership.



# #1. Maintain a clean and organized dealership

We all know that first impressions can mean everything. That's why it's critical that the overall look and feel of your dealership is presented in the best way possible. This means having a very clean and organized business.

It's essential that you create an environment where anyone would be comfortable sending any member of their family into your dealership to do business with you.



As challenging as it can be with all of the dirt and equipment that comes through your doors, you need to make a conscious effort to keep your floors, product shelves, and counters clean.



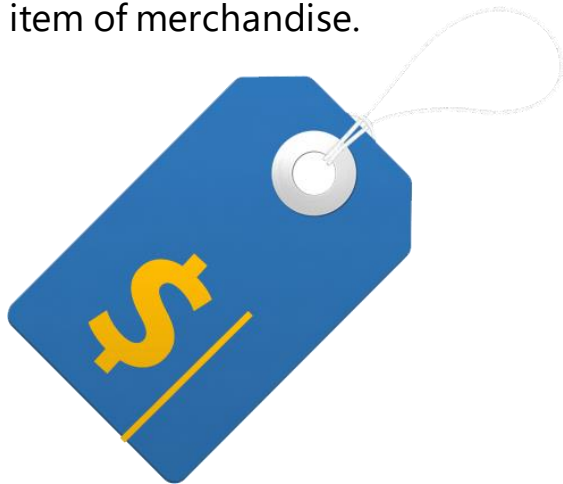
Organize products so they are all facing the consumer and are appealing to the eye.



If you have stools at your counter with tears or duct tape on them, get rid of them and replace them with new ones that are inviting to sit on.

# #2. Make sure all of your products have professional-quality price labels

This is an area that Bob Clements, dealership consultant and president of Bob Clements International, highly stresses to his clients. You must have labels on every item of merchandise.



- If there's no label, it indicates it's not for sale.
- Make sure you avoid hand-written labels. If it's hand-written, it implies that the price is negotiable.
- Check with your manufacturer reps to see if you can get professional-quality pricing labels for your merchandise.
- If you use industry-specific business management software, check with your provider to see what kind of options they offer for printing professional-quality labels directly from your system.

# #3. Offer competitive prices on common items and make a big deal out of it

Another area that Clements suggests as a great way to draw customers in is to have competitive prices on 6-12 of your most common, highest selling items that people generally know the price.

He refers to this as the “Wal-Mart” method of pricing. If you sell those items at slightly lower than MSRP, and make up the margin differential on the lesser-known priced items, you’ll be able to absorb the costs and reap major benefits.

For example, if you sell a common air filter cheaper than MSRP, create signage that says “check out our prices” and show what the MSRP is and what you charge. You’ll start to become known gain as the dealership that has great prices.



# #4. Make your showroom floor engaging and interactive

Quality is more important than quantity when it comes to displaying items on your showroom floor. Since this area is the main attraction in your dealership, make your showroom as appealing and inviting as possible.

- Take your best items, add all the best features and invite people to try things out.
- Create signs asking them to sit on your equipment so they can get a real feel for them.

Treat your showroom like a car dealer does.

Include all the loaded extras on units and list the price. It's much easier to start a unit priced at its pinnacle and take items off than it is to start from scratch and add items on.

# #5. Have information at your fingertips

The most important thing you need to do once the person enters your business is to be knowledgeable about every customer, the units they are having serviced, and the merchandise you carry.

**The easiest way to do this is through an industry-specific dealer management system.**

By tracking all of your customer, product, inventory and work order history, anyone in your dealership should be able to greet a customer, look them up and let them know the status of their service orders. If they are looking for a particular product, you should be able to easily look it up in your system to see what your quantities are.



This will reduce the amount of time it takes serving your customer and leave them with a great feeling in knowing that your entire dealership is knowledgeable about them as a customer and the business they've done with you.

# #6. Create an environment that welcomes daily traffic

This is an area you can have fun with and even be a little creative. The objective is to make your dealership an area where the local community enjoys visiting.

Make your dealership a familiar and friendly hangout that's well known throughout the community. This can prove to be a relatively cheap and effective way to promote the business and generate great word of mouth.

- If you have a well-mannered, people-friendly pet, let them hang out at the shop and serve as your business mascot.
- Offer free coffee, free soda or free popcorn to everyone who comes through your doors.





# #7. Properly clean all equipment that leaves your service department

Paying attention to this detail will impress your customers when they pick up their equipment and will motivate them to tell others about the great service you offer.

As important as it is to create a great first impression, you also want to put as much, if not more, effort into leaving a great lasting impression. This means any equipment serviced in your dealership, no matter how dirty it is, should leave looking as close to new as possible.

If your state's guidelines allow you to wash the equipment, do so.

If not, you can still take measures to ensure the equipment leaves in cleaner condition than how it came in.

# Are you ready to “wow” your customers?

By incorporating just a few of these practices into the appearance of your dealership and the experience you provide for your customers, you’ll quickly begin creating the “wow” factor that you are looking for when it comes to creating a solid base of loyal customers.



# Is software slowing down your customer service?

We can help!

Ideal's dealer management system can help you bring your customer service to the next level.

- **Effectively manage your service department** with our easy-to-use Service Scheduler.
- **Improve your customer service** by having detailed information about serviced equipment at your fingertips.
- **Drive additional revenue** with price markup capabilities on shop parts.
- **Maximize the profitability of your techs** with our Technician Time Clock.

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## Gain Control of Your Inventory

Discover a 7-step path that will lead you to gaining control of one of the most important aspects of your business.



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## How to Evaluate Dealer Management Systems

Get a checklist for each area of your business and find out how to choose a system that fits your dealership best.



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# About Ideal Computer Systems

Ideal is a full dealer management system that will integrate and automate all aspects of your business. Ideal helps thousands of dealers across the USA and Canada run their sales and service businesses more effectively and boost profits.



## Sales

Quickly process all sales transactions and reduce double entry. Ideal's sales module integrates information directly into your inventory, purchasing, marketing, and accounting modules.



## Service

Offer the best in customer service. Ideal's service features allow you to track detailed customer history and their units serviced. You can also track the efficiency of your techs to ensure you're getting the most out of your employees.



## Parts

Regulate your inventory. Ideal allows you to check the status of your stocked items, pinpoint items that are costing you money, reduce ordering time, and keep detailed records of all your supplier transaction activity and purchase history information.



## Accounting

Eliminate double entry into additional software and access all financial and accounting information instantly. Ideal's fully-integrated accounting modules will provide you with everything you need to process and record all of your transactions.