

1. Multi-Car Offer

- Review your customer database and identify households with multiple vehicles
- Develop a special offer or discount for customers who bring in multiple cars for service
- Train your service advisors to promote the multi-car offer to eligible customers

2. Personal Care Day

- Choose a specific day of the week to offer complimentary personal care services (e.g., manicures, massages, shoe shines)
- Partner with local businesses or hire professionals to provide these services
- Promote your Personal Care Day through various marketing channels and in-store signage

3. Free Movie Tickets

- Contact local movie theaters and negotiate a bulk ticket purchase deal
- Use the movie tickets as incentives for customers to approve additional services or as a goodwill gesture for loyal customers
- Train your service advisors on when and how to offer the movie tickets

4. Free Second Opinion Coupon

- Design and print “Free Second Opinion” coupons to include in your direct mail campaigns
- Educate your service team on how to handle customers who bring in these coupons and provide thorough, honest assessments
- Track the success of this campaign by monitoring the number of coupons redeemed and subsequent services performed

5. Detail Menu Development

- Create a comprehensive menu of detail services, from basic washes to advanced treatments
- Price your services competitively and offer package deals
- Display the detail menu prominently in your service area and train your advisors to promote these services



6. Oil Filter Giveaway

- Order branded oil filters to give away to customers during the vehicle delivery process
- Develop a process for tracking the oil filters and ensuring customers return for their free first oil change
- Measure the success of this program by monitoring customer retention rates and service revenue

7. Appointment Reminders

- Implement a system for contacting customers the day before their scheduled service appointment (e.g., phone calls, text messages, emails)
- Train your service advisors on how to handle cancellations, reschedules, and same-day appointments
- Analyze the impact of appointment reminders on your show rates and service capacity

8. Three Levels of Oil Changes

- Determine the specific oil types and price points for your good, better, and best oil change options
- Create marketing materials that clearly explain the benefits of each level
- Train your service advisors on how to present the three levels of oil changes to customers and guide them towards the best option for their needs and budget

Choose one or two of these strategies to implement in your fixed operations department over the next month. Keep track of your progress, monitor the results, and share your successes with your team. Continuously evaluate and refine your approach to ensure maximum effectiveness and profitability.

**Need help with your Fixed Operations department?
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Let us help you tackle your challenges and get back on track.

