

1. Craft clear, concise menus outlining factory-recommended services at each mileage interval.

- Customers should be able to quickly understand what their vehicle needs at a glance.

2. Include transparent pricing details for parts and labor associated with each service.

- Upfront costs prevent sticker shock and build trust in your shop's integrity.

3. Highlight any applicable specials, discounts, or bundling options to provide savings.

- Everyone appreciates a good deal, so make it easy for customers to spot opportunities.

4. Feature shop amenities like loaner vehicles, shuttle service, or waiting area accommodations.

- Customers want to know you'll take care of them while their car is being serviced.

5. Provide menus in both printed and digital formats for customer convenience.

- Some prefer a physical copy to hold while others appreciate the accessibility of digital.



6. Train service advisors to reference and annotate menus during customer consultations.

- Menus should be a visual aid to guide conversations, not just a handout.

7. Ensure menus are regularly updated to reflect any changes in pricing or services

- Outdated information quickly erodes customer confidence, so keep menus current.

8. Incorporate menu details into appointment reminder communications.

- Reinforce the value of your menus by referencing them across customer touchpoints.

9. Align final invoices clearly with menu descriptions for easy customer comprehension

- Customers should instantly recognize services rendered from their menu review.

10. Gather customer feedback on menu helpfulness to guide future refinements

- Continuously improve your menus based on the insights of those using them.

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