

H1: Webinar: Price isn't the Only Driver of Success for your Shop

When someone said “*effort is attractive*”, they couldn't have been more right, and our expert consultant, Alan Beech from Beech Consulting, emphasizes upon this when giving advice to auto repair shop owners to drive success for their shop in our exclusive [webinar](#).

Alan says, “*Technicians believe that if I have a fair price and I pull the wrench faster, I will make more money.*” He says that this isn't exactly true and “*when you slow it down, there is a huge win in it.*”

Alan Beech breaks it down and tells AutoLeap and our valued auto repair shop owners why and how just being fast and easy on the customer's pocket isn't the only way to rack up your sales. He touches on the points:

- How to achieve success with your auto repair shop
- Two strategies to develop an emotional connection with the customer: +1 and Above and Beyond
- How to generate ideas to achieve a +1 strategy
- How to implement the +1 and Above and Beyond culture in your shop and within your employees

H2: Success for an auto repair shop

Alan mentioned that he grew up in a small town and went through several hardships during his early years, now to rise to owning several businesses and his prized Beech Consulting, which provides guidance to other auto repair shop owners. While talking about his difficult days, he mentioned that after his father's early death, his mother was left with mortgage payments and an old broken down car.

However, he remembered that they had a very reliable local mechanic who always stepped in to help. That was motivation enough for him to want to be in the auto repair business and provide others with the same type of help. He mentions that success is about reliability and “*customer intelligence and being able to use it.*”

Alan mentioned that the Harvard Business Review conducted a study regarding whether customer satisfaction leads to loyalty and found that customer satisfaction is a neutral term and means absolutely nothing.

Surprised?

So, what does drive success for an auto repair shop?

[Also Read: 4 Auto Shop Layout Ideas to Maximize Efficiency](#)

When customers speak of your business with *emotion* you are on the verge of immense growth. This can be when they say that they have “confidence” in your business or when they have a relationship with your shop that prevents them from going elsewhere.

How do you know you have a loyal customer?

Alan Beech says that he defines a loyal customer as someone who visits your shop at least twice a year and spends \$400 annually. This number can go up, but it’s not the price that will drive more frequent visits or cause you to remain at the top of the customer’s mind.

Here are other drivers of success for your auto repair shop.

H2: Creating Emotional Attachment

If you have been to Starbucks, you have experienced the name-on-the-mug personalization strategy that the company uses to make your experience a little more personal. It’s a simple thing, but it’s so widely recognized that honestly, many customers think it is kind of cool.

With reference to this, Alan highlights his first strategy to create emotional attachment with customers in an auto repair shop.

- **+1 strategy:** ability to obtain customer intelligence and utilize that to personalize the customer’s experience, leaving the customer to ask,
“How’d they do that and how’d they know that?”

Basically, this goes back to the point of remembering the customer and getting to know the customer. Ideally, the +1 strategy should not cost your shop a lot of money but can be a small gesture just to show the customer you are listening.

For example, did the customer tell you a relative was sick? Perhaps put a card in the mail to show you care. Did they tell you their son Johnny got a football scholarship? Ask how that’s going the next time they come in.

Alan quoted an example of an auto repair shop that was pre-inspecting a vehicle that was supposed to be a gift for a customer’s wife, if it passed the inspection. Once the shop decided the vehicle fit the bill, they purchased a big red bow and a card for the customer to give to his wife.

Guess, where the customer is likely to go to the next time they need any auto services? To the same auto repair shop because they now have that emotional connection.

Here are the factors about the customer you need to pay attention to in order to create an effective +1 strategy.

F=Family

O= Occupation

R= Recreation

D=Dreams

[I would suggest putting the above in an image]

If the customer tells you about any of the above mentioned things, remember them. They can help you give that small personalized touch that will count as a +1. Telling something they have a beautiful name, remembering their anniversary, or congratulating them on their promotion can make someone's day- and lead to your success.

This brings us to the second strategy that an auto shop owner can implement in order to drive success.

- **Above and Beyond-** Take standard procedures and go a step further

If you are aiming to go above and beyond, this may become part of your processes. For example, Alan says that all cars that come to his auto repair shop are washed- it is now part of the process of providing service to the customer and the customer appreciates it.

Going above and beyond can also include displaying altruistic behavior and giving back to the community. This can be helping a customer in distress or doing a good deed for the community.

[add webinar snippet of the truck driver story]

Alan emphasizes that you should be looking for an opportunity to add to the customer experience because other auto repair shops can replicate your price, but they cannot replicate the customer experience you provide or the emotional connection you build with your customers.

Maybe you can provide a complimentary wax to all cars, vacuum the interior, provide a steering cover, or something else.

So, now let's talk about how you can implement these two emotional attachment strategies. How can you make these strategies part of your auto repair shop culture?

H2: Implementing Emotional Attachment Strategies

So, you now know the two strategies that can help you build an emotional attachment with the customer. However, if only one person in your shop or maybe a few people know about these strategies and have the tendency to implement them, you probably aren't going to get very far.

These strategies need to be part of the service culture of your auto repair shop. How do you implement that?

Alan Beech recommends **10-minute huddles** in the morning to get your team on the same page and to generate ideas. During the webinar, it was found that most of the people viewing had never implemented a 10-minute huddle before.

Alan recommends that this strategy gets the ball rolling and perhaps no employee will have any story to tell in the first few tries but once owners/managers begin sharing stories, ideas, and giving examples, one or two employees will begin adding to it. Then the trickle effect will sweep in and all employees will try to one-up the other by adding to the conversation.

This will generate numerous ideas and spread the culture of providing a +1 or going Above and Beyond, enhancing your customer experience.

Alan mentions that you can do the huddle first thing in the morning at perhaps 9 am and make it a ritual. He adds that an emotionally engaged customer is so much more beneficial for an auto repair business.

Here is how:

3× more likely to recommend you

3× more likely to purchase

Less likely to shop around

Much less price sensitive

[add the slide from the webinar with this here]

Lastly, Alan mentions other brands that are doing it right, like Chick-fil-A, Lexus, and Southwest Airlines. On an ending note, he emphasizes that every person has a story and a background that go with them, and a good business understands customer stories and connects with them.

So, if you want to achieve massive success for your auto repair business, make that extra effort and get to know your customer, build an emotional connection, and they are likely to trust you with more than just their car.

AutoLeap helps hundreds of auto repair shops establish that trust and efficiently deal with their customers by helping them save time and energy in repetitive tasks that our software can automate, and leaving them to provide the customers with something extra.

Don't forget to book your AutoLeap demo here! [\[add demo page link\]](#)