



**CHRIS  
COLLINS**™  
INC.

# HOW TO INCREASE R.O. COUNT DURING THE CORONAVIRUS CRISIS

The average car on the road is nearly 12 years old. During this Coronavirus shutdown, cars will be sitting idle, batteries will die, and people will, eventually, need your help. Rather than waiting for all of the pent-up demand once COVID-19 passes, start practicing now with these tools:

**FIRST**

**Be a Leader.**

You are not a victim.

Teddy Roosevelt said, “*Do what you can, with what you have, where you are.*” You can’t waste time focusing on the things that are beyond your control. Focus on the things you can control.

So, what can you control? How you go after customers. How you train your team. The fundamentals of how you run your business.

Look at how other businesses are adjusting their practices in response to the Coronavirus, even outside of the automotive industry. For example, Peloton is giving away units at 0% interest and no payments for the next few months.

**SECOND**

**Control the Narrative.**

People are afraid to do business or even leave their homes. It is vital that you control your customers’ perception of your business and establish yourself as the hero of the story. If you’re not controlling the narrative, then you’re a victim at best, and a villain at worst.

So how do you frame yourself as the hero?

Frame yourself as a public servant. Show the customer that you’re not only open for business, you’re *open for the right reasons*. Run promotions, offer discounts, and engage with your customers in such a way that they know you are here to serve them.

For example, one Service Manager in our community recently has been reaching out to customers on Facebook, visiting hospitals to deliver meals, and offering help to first responders.

It is impossible to over-communicate right now. Social media usage is up 25% over average. If you aren’t utilizing these platforms to communicate with your customers, you’re missing out.

**Reach out and offer** your services  
to any **Essential Business** that is  
open during this time.





# HOW TO INCREASE R.O. COUNT DURING THE CORONAVIRUS CRISIS

## THIRD

### Help Other Essential Businesses.

The circumstances of daily life have changed. You need to change with them. Reach out and offer your services to any Essential Business that is open during this time:

- ✓ Hospitals
- ✓ Municipalities such as Police or Fire Departments
- ✓ Delivery services for restaurants
- ✓ Amazon deliveries
- ✓ Postal Services
- ✓ Plumbers
- ✓ Supermarkets

Focus on all the little ways that you can add convenience to the transaction.

Offer to pick up and drop off. Offer complimentary disinfection, free steering wheel covers, seat covers, and floor mats.... Any make, any model, any time. Be open. Be ready to help.

If you are a branded dealership, don't just tell the customer you're going to work on all makes and models, but that you are *qualified* to work on all makes and models. Have your lead technician record a quick video touting their certifications, and post that to social media.

## FOURTH

### Mine Your Database.

You don't need to spend a single cent on marketing. Everything you need is in your database. If you go back six months in your database and find that you generated 50 R.O.'s, then chances are 30 of those are due for service. Reach out, be proactive, and contact customers!

Our Head Coach, Christian Lafferty, came up with a great process that you can use:

- 1. Pull exactly six months from the prior date of business.**
  - ▶ Check history to ensure that the client hasn't come in for service during the intervening months. Review service recommendations and decline lines.
- 2. Call the customer.**
  - ▶ Remember that the client is, above all else, a human being first. Before anything, make sure that the client is okay. They might live in an area where essentials like water or toilet paper aren't readily available. Who's to say that you couldn't help them with that?
- 3. If the client is due for service, make it easy for them!**
  - ▶ Valet, loaners, night drops, whatever! Inform the customer of all precautionary measures you're taking. Show them videos if you need to.
- 4. Exceed their expectations on the service.**
  - ▶ Now is the time to blow your customers away. Treat every service as if you're setting a new standard for your shop, and then raise the bar every time.
- 5. Give them a personalized token of appreciation.**
  - ▶ Make sure that not only does the customer know that you're there for them, you're trying to go above and beyond what is typically expected of you.
- 6. Finally, set the next appointment.**
  - ▶ Treat it like you're the dentist and the patient has just finished their check-up. Don't make them think about it, just have them set the next appointment as if it were a routine. Try to get the customer to actually pull out their phone and set a reminder for themselves in their calendar.



# HOW TO INCREASE R.O. COUNT DURING THE CORONAVIRUS CRISIS

## FIFTH

### Recalls and Missed Ops.

All of those Missed Ops and recalls that you don't usually have time for? Guess what, you have plenty of time for them now. Treat every single person who steps through the door as a welcome guest, and wow them with the quality of your service. If you give them a positive experience, then they'll want to come back.

Get creative. Provide a rental car or Uber for the customer. Wash their car. Create an aggressive return offer. Write declines on the R.O. so that you can track them. Create a piggy bank in your log book.

Take every decline as an opportunity to train and roleplay with Advisors. Do live Missed Ops with the Service Manager in the driveway of your shop. Every time an Advisor gets a "No," the Manager should be on standby to diagnose the customer's reason for declining. Is it due to price? Time? Presentation? Negligence?

Now is the best time to experiment and create new processes.

## SIXTH

### Follow Up.

This isn't about making them an offer, or trying to secure future business. It is a small emotional token that will really separate your shop from the competition. It doesn't matter if the customer spends \$50 or \$5000, *always* thank the customer with a note in the car, and text them a few hours later thanking them again.

Two days later, mail them a thank you card as a follow-up. Make sure that the card includes a heartfelt, handwritten thank you message. For first-time customers, consider giving them something extra to sweeten the deal, like a \$5 Starbucks gift card. If you do this, not only will your review scores explode, but you'll save a fortune on marketing because you will earn word-of-mouth praise.

Ask the customer if there's anybody in their life who could use your help right now. By getting a personal referral from the customer, you're forming an instant emotional connection, and ensuring your shop's success. You won't always get an answer, but you're subconsciously establishing a sense of urgency with the customer with that one simple word.... "Help."

We hope that you'll use these tools to lead your business through this Coronavirus crisis and get the results that you want to see.

If you have any questions, email us at [info@chriscollinsinc.com](mailto:info@chriscollinsinc.com). We're here for you.