

# AUTOMOTIVE

## Sales Tips

Every industry has its own quirks, its own idiosyncrasies. The more you understand what makes each business special, the better you can sell to it. Use this guide, in conjunction with the product sell sheet also provided, to better understand the challenges and opportunities in the automotive industry. You'll be better able to offer solutions that make a difference while helping customers manage more efficiently and market more effectively.

### Industry Insight

- May have a website to promote products, services and hours
- Uses full-color marketing materials to promote their brand, products and services
- Uses manual forms for customer consultation
- Average 10-100 employees providing multiple services and departments
- May have multiple locations
- Often offers additional services such as roadside assistance, towing, etc.
- Uses technology as a management tool (e.g., appointments, repair status, updates, sales, etc.)
- Typically automates payroll
- Appreciates the convenience of working with a single-source vendor
- Understands the importance of trust, dependability and flexibility in building the relationship
- Knows the value of visibility with Custom Solutions
- Hot buttons: technology/environmental protection regulations, employee retention, supply chain challenges, on-line buyers

### How This Market Grows

- Competitive business model
- Acquisition and expansion of product/service offerings, days of service
- Bottom line is dependent on integrity, pricing fairness and friendliness
- Seasonal and promotion-focused marketing
- Contracting with similar businesses (e.g., repair businesses, sales groups)
- New customer acquisition through direct mail, advertising, and community events
- Referrals

### Peak Buying Periods

- Model year-end push
- Calendar year-end push
- Long weekend/holiday weekend sales
- In preparation of the winter season
- State-required environmental checks, often highest during the first half of the year
- Tax season (refunds)

### MARKET INCLUDES

- Retail Auto Dealers (New and Used)
- Retail Auto Tires, Batteries and Accessories
- Retail Service Stations
- Boat Dealers
- Recreation Vehicles and Travel Trailer Dealers
- Motorcycle Dealers
- Dealers of Snowmobiles, Dune Buggies, Utility Trailers, Aircraft, and other

### DEPARTMENTS

- Parts
- Service
- Owner/Manager
- Repair Operations
- Purchasing
- Sales
- HR/Training
- Marketing/Public Relations
- Front Office
- Finance



## Probing Questions

- What type of services do you provide?
- Are you looking to expand your service offerings?
- Do you have other locations? Or, are you affiliated or contracting to provide additional services (e.g., repair shop contracted to dealership, etc.)?
- How do you build customer relationships, make sales across generations and get referral business?
- How do you promote events such as sales and offers?
- How do you promote your services?
- How do you inform existing customers of new services?
- How do you attract new customers?
- How do you make sure customers know who your employees are?
- What type of marketing materials do you find most effective?
- Do you offer special services to specific customers?
- Do you offer roadside assistance or towing?
- How do you evaluate the services you provide?
- How do you maintain customer service records?
- How do you maintain EPA reporting information?
- Do you inventory parts?
- What type of work order forms do you use?
- Who handles payables/payroll (including commissions—for dealerships)?

## Sales Approach

- Present yourself as a professional, single-source solutions provider
- Contacts: Manager, Fixed Operations Manager, HR, Marketing, Sales, Finance
- Research and be knowledgeable about the image they strive to portray
- Present the full array of DFS solutions
- By focusing equally on each aspect of the business, you will demonstrate that you are an expert and care about all facets (e.g., sales, service, parts, etc.)
- Presenting different solutions based on the contact/department will help build trust and credibility
- Research and be knowledgeable about the scope of services they offer
- Acquire samples of the forms and marketing material being used; this may not apply to the “current” sale, you will be building your library for their future needs
- Could be an opportunity for a company store

Experience our virtual showroom: [DFSexperience.com](https://www.dfsexperience.com)

Visit us online: [DFSonline.com](https://www.dfsonline.com) • [DFSfullcolor.com](https://www.dfsfullcolor.com)

Email us: [Orders@dfsbusiness.com](mailto:Orders@dfsbusiness.com)

Call us: **800.225.9528**

## MARKET IMAGE

- Quality matters
- High-end image and results focused
- Strive to exhibit professionalism, reliability, safety, etc.
- Reputation and customer results; trust and satisfaction matter for repeat business
- Desire to stand out from the competition

## BUSINESS CONSIDERATIONS

- Employee turnover
- High-priced equipment
- Documentation of licenses and certifications
- Customer service records
- Safety and maintenance of facility and equipment
- Sales commissions
- HAZMAT documentation and recordkeeping
- Co-owned, franchised or independent
- Multiple departments and contacts

