

Upselling – Tactics – Wiper blades



**MaxMeyerPlus**

# Wiper Blades Up sell

'Up selling' is a simple process that starts with letting your customers know what products and services you can offer beyond repair and matching them to their individual needs and wants. Lets consider 'Wiper Blades'.

Wiper blades; every car has them, many of them need replacing and yet for various reasons, people never get around to it.

**Go and check the cars in your bodyshop today and see how many of them would benefit from new blades.**

According to the AA and Halfords, over 20% of accidents are caused by poor visibility. So let's think about helping your customers. The best time to introduce this service to potential customers is when a vehicle check is being carried out with the customer present, for example at the estimator stage.

**With the customer check the wiper blade condition along with a question to them about smearing of the screen and night time headlight dazzle. This may reveal the opportunity.**

You may then identify the opportunity for you to offer to replace these while the vehicle is in the bodyshop. In respect of pricing, a general high street outlet will supply and fit wiper blades for around £30 on average.

**Agree with the customer the service. You can source a set of wiper blades for the majority of MMF for around £15 to £20 at cost.**

This then provides you with a profit margin to supply and fit and still competing with the high street price.

Overall, it is absolutely essential that you 'ask' the customer about the potential services they want and not necessarily what you want to sell. It is essential you get over any barriers, build a rapport with your customer and introduce your services based upon what adds value to them (not always necessarily what you want to sell). But ultimately, through the up sell process you can increase the value for both the bodyshop and the customer.

This process can be applied to other services too....think alloy wheel repairs and headlight restoration etc



# 10 tips to help you sell more to your customers

1	Check your team's attitude. If you and your team think all customers are just after something for nothing or that there's no money to be spent, then this will be reflected in the way the customer is handled – reducing your chance of up selling.	6	Incentivise. If you're going to up sell, then why not use some of the profits to incentivise your staff – ensure it's linked into your process.
2	Have easy to read material for your customers. Bodyshops up and down the country offer wheel alignment, yet how many vehicle owners would even know what it is, let alone what it can do for them. Therefore, use words and benefits that customers can understand.	7	Do a special offer. Linked with your one item per month, make a special offer for customers and track it. If it works, repeat it and if it doesn't, understand why it didn't and do it differently next time. Examples to consider are; Alloy wheel s refurbishment 2 for 1 or free fitting on parking sensors and wiper blades
3	Train your staff; telling your staff you expect them to 'up sell' is one thing, setting targets and incentives are another. If you want your team to perform better, educate them in sales tips and techniques.	8	Follow up. A great way to sell more is to keep in touch with previous customers, get into the habit of following up with customers to ensure all is ok and offer the next promotion. If there is an opportunity, ask for a referral to use in any literature you produce.
4	Have an 'up sales' process. Ensure your team work as a team, from first contact with your staff, via your collection service and your estimators. Make sure everyone knows what the process is and what's expected of them and ensure it all focuses around the customer.	9	Capture email addresses. Every time you meet a new potential customer capture their email address; keep them posted with your monthly offers as it reduces the amount of times you hear customers say "I never knew you did that".
5	Pick one item per month. Trying to 'up sell' can be awkward at first and trying to sell everything is difficult. Have one or two monthly specials that the team can promote; they will get better and learn from each other.	10	Go for the 'Wow' factor; if you do Alloy wheel refurb, take a before and after picture; if you fit wiper blades, top up the washer with screen wash as well – a few pence spent will make your customer remember you even more.

