



MaxMeyerPlus

The 6 Key Questions to Ask Everyone Who Calls After an Accident

1 Are you OK??? Take a few seconds out to ask after them... Accidents are traumatic and rather than focus on the car, ask after them... There is also a potential extra benefit in this ...we'll cover that later

2 What happened? ...yes I know you have heard it all before...but for your customer it's a chance to talk about it and for you it's a chance to assess the size of the job plus an opportunity to win even more work

3. What's worrying you most about sorting it out? Find this out and explain how you can deal with it and you're well on your way to winning the job

4. What have you done so far? Have they contacted anyone? Insurer or Broker? Fleet Mgr., other bodyshops, friends etc. – this is all relevant information for you as you know what you can do next.

5. Would you like us to help? Obvious but ask it, don't take it for granted. As this gives you permission for the next step.

6. Can you please take a few minutes to help us help you get things moving?

After this get the information you need to start the process and start to sell yourself over the competition

Vehicle details

Areas of damage

Driveable? And remember most customers do not know what makes a car driveable or not!!!

Their Insurer/Broker details

Other parties involved – another opportunity for repairs

Fault or non-fault?

Then agree what you will offer next...

If that means the customer coming in to you, then check.....

- They know how to find you easily!!!!
- They know what to bring down?
- They know what you will do?
- They know how long it will take?
- It's convenient for them...
- They know who to ask for when they come in.

You are already way ahead of the competition... Imagine if you called two repairers the first one said "No problem, pop in and well give you an estimate"

The second took a few more minutes (that's all it takes) and asked the questions above....

- Which one gives the better impression?
- Which one "treats you like a customer?"
- Which one makes you feel better?
- Which one would you use?

