



**MaxMeyerPlus**

## 4 Quick Questions for your Bodyshop

- a) How many of the people who ring your Bodyshop after an accident want an estimate?
- b) How many of them know what to do?
- c) How many of them want something to happen quickly?
- d) How many of them want someone to take away the hassle and inconvenience of an accident?

### Answers

- a) None of them
- b) Not many of them
- c) Most of them
- d) All of them

Yet it's a common fact that the majority of people who call Bodyshops in the UK get the same type of response

"Ok bring it down and we'll do an estimate"

"Pop in and we'll have a look at it"

"Is it driveable?"

As most of them don't know what to do then this is often taken as 'acceptable' and average... and yes you will win some of those jobs ...by default.

Do you want to increase your chances of winning more of those jobs...?  
Do you want to be head and shoulders above your competition?  
Do you want to make your job even more enjoyable?

### Then start by doing these 5 simple things

- 1 Every time the phone rings treat it as the most important thing that day.
- 2 Remember no customer wants an estimate
- 3 Put yourself in their shoes in that moment
- 4 Ask six simple questions to every customer who calls you after an accident
- 5 Stop treating customer's calls as interruptions!

### Why?

Because you are being compared to all other retail operations from M&S to a 5 star hotel. If they expect great service from them...then they will expect great service from you... they just don't know what that is, yet.