



# Can your customers see you?

Top tips on your bodyshop signage

# It pays to make a good impression

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The first thing most customers notice about your bodyshop is your sign. It pays to make sure your signs make a good impression.

**Not sure how you can make more of your bodyshop signage?**

MaxMeyer Plus has advice that can help your bodyshop get noticed.

# 8 top tips for getting the most from your bodyshop signage

## Tip 1

A good sign has only one purpose; to deliver a message – What is on the sign that is a benefit to customers? The minimum it should say is what you do. If it just has your name on it then you are assuming everyone knows what you do and customers may not see the benefit of sending their car to you.

## Tip 2

Promote your bodyshop in a way potential customers will notice and understand. Can customers quickly look at your sign and understand how you can help them?

For example

*“Do you want to remove those annoying scuffs from your alloy wheels? We can do that for you“*

*“Had an accident and don’t want to lose your no claims? We can help“*

These examples will have much more relevance to your potential customers than a sign with bodyshop terminology for example

*“We do SMART repair“*

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## Tip 3

A good sign is kept clean and presentable. The quality of your sign represents the quality of your bodyshop. Renovate or replace your sign, if necessary, but always keep it neat.

## Tip 4

Make sure the sign relates back to you. Although it seems obvious many bodyshops don't do this – include your bodyshop name and logo on the sign. It is important potential customers can associate your sign with your bodyshop reception area so make sure your branding is consistent.

## Tip 5

A good sign rapidly sends its message to viewers. Try to avoid lengthy sentences. Use images and short sentences to grab potential customers

## Tip 6

A good sign should capture attention, make sure your sign is big enough and can be easily read from a distance.

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## Tip 7

Your sign should stand out from its surroundings. Place it where people can see it. Ideally use an A board, this way you can change its message and location so it doesn't become a fixture that regular commuters will fail to notice.

## Tip 8

You want people to know what you do and know where you are. Lots of people will either Google you or call in so create a website or use Google places to complement your signage.

**Remember, never underestimate the impact of a good sign. It is more just a representative of your bodyshop – it is your bodyshop.**