

# OUR MOTTO: DOUBLE YOUR CAR COUNT! DOUBLE YOUR PROFITS!”

AUTOMOTIVE LEARNING CENTER

## HELLO MUDLICK MAIL MEMBERS,

Did you know that May through September are the best months of the year for our industry? Have you geared your marketing and sales staff up to help you Double Your Car Count & Double Your Profits?

Many reports are showing that 1,200 dealerships will go out of business in 2010 (rising from earlier predictions of 900) as well as countless independent repair shops. The difference in why some are able to stay in business and grow while others flounder is really based on a few simple concepts.

### 1. CONSISTENT TARGET MARKETING 12 MONTHS OUT OF THE YEAR

Advertising all year round that focuses on your best customers and gives your staff a chance to sell service to people who can afford it is the best way to help grow your business. Consistency and building a business relationship are extremely important in the automotive service industry. The customer needs to feel like he has known you and your store for years, even if he just walked through the door for the first time with a coupon for an oil change.

### 2. OUTSTANDING CUSTOMER SERVICE

This means treating every customer like they are the last customer you will ever see no matter what their service needs are. Make sure they feel comfortable as soon as they walk into your shop. Customers do not like to wait because they always feel like another shop will give them faster, better service. You have to show them that they are the most important people on the planet.

### 3. CAPITALIZING ON CURRENT MARKET CONDITIONS

Now is the time to take advantage of the current market conditions and grow your market share. This is the time of the year when families are preparing their vehicles to travel on their summer vacations. People are still not buying new cars because of the credit crunch and fear of losing their jobs. They are opting to travel by car versus airplane to save money, so what are you doing to capitalize on this situation?

We hope these few items can give you some ideas on what to review at your store to maximize the great customers you get from your Mudlick Mail direct mail campaign. At Mudlick Mail, we want to help you be as productive and profitable as possible by helping you execute more effectively when a customer calls or comes into your store.



**MUDLICK  
MAIL**

**THE AUTOMOTIVE DIRECT MAIL EXPERTS**