

The *'3-Step Lifetime Customer System'*

**How to turn one-off
customers into lifetime
customers.**

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Helping Mechanics **Make More Money, Do Less Hours And Enjoy Running
Their Workshop.**

Every workshop has two types of customers

At every mechanic workshop, there are two types of customers:

1. Existing/Repeat Customers
2. New Customers

The repeat customers obviously must like something about your workshop if they keep coming back and spending their money with you.

And the new customers come to you because they may be dissatisfied with their current mechanic and/or have seen your advertisements/been referred by a friend etc.

Naturally, you want to convert as many of the new customers into repeat customers.

Problem is, not all of those new customers will come back.

They come once, and you never see them again.

And it's almost impossible to tell why they didn't come back.

Could've been the service, could've been the price.

Have they found a better deal elsewhere?

You thought they seemed happy with everything.

But they don't come back.

It can be pretty frustrating for a workshop owner, especially when the majority of mechanics put in a lot of hard work to keep their customers happy.

What if?

What if you were able to keep significantly more of these new customers coming back, what impact would that have on your business?

It could be the difference between making \$150 on a one-off service and making \$650+ every single year off a loyal and happy customer.

Depending on the size of your workshop, implementing the system in this report could mean an extra \$10k, \$20k even upwards of \$50k at the end of the year.

And what happens if you don't have a repeat customer system in place?

Your workshop will keep having to spend money advertising the business.

More ads in the paper, more Google ads, more letterbox drops perhaps.

And just as a few new customers come in, a few more never return, so it becomes a very expensive, never-ending cycle.

Here's some food for thought – how much money would you have if you kept every single customer you've ever had?

If you never lost one customer, and they were all still paying you regularly?

Whatever the dollar figure would be - it would be significant.

Now obviously that is extremely difficult, but it shows how keeping customers is just as, if not more, important than getting new customers.

It's easier and cheaper to sell to a current customer than to go get a new customer.

Why They Don't Come Back.

There are three key reasons why people don't come back:

- 1. The customer didn't notice any difference between your workshop and every other workshop.**
- 2. There was no follow-up after the first visit.**
- 3. They were not offered any deal if they returned.**
(Or a deal was offered, but it was a weak deal.)

Here's how to fix it.

STEP 1 – Add a surprise extra with their first visit

If they went to your workshop, and it seemed like every other workshop in your area, they have no incentive to go back.

They'll just end up going back to the workshop that is closest to them or offers the lowest price.

Humans are motivated by two things: *fear of loss* and *possibility of gain*.

Your job is to stack up as many benefits as possible for them to return, so if they consider going to a competitor - they'll be afraid of losing all those extra benefits you offer.



So what benefits can you offer?

Here are some ideas:

- Can you throw in a free car wash with the first service?
- Can you offer a free 40-Point Safety Inspection with their first service?
- Free Brake Pad/Rotor inspection?
- Free Battery Test?

Ideally the benefit will be low cost to you, doesn't take much time to complete and is something your customer would find useful or appreciate.

You want them to feel like you did what was required, plus you threw something extra as a nice gesture for a new customer.

The more benefits you stack up, the less likely they will leave you.

STEP 2 – Send them a follow-up 'thank-you' email with an attached gift

When you get a new customer coming in, it should be standard that you get their home address details and email address.

Once this new customer is in your database, you need to 'keep the momentum' with them.

Within two days of becoming a customer, send them something useful via email as thanks for choosing your workshop.



It can be a free report, such as:

- 8 Ways To Keep Your Car In Good Shape
- 4 Zero Cost Ways To Improve Your Cars Fuel Consumption
- The Top Ten Most Popular Motoring Holidays In Australia
- The Five Common Mistakes When Cleaning Your Car
- The Three Essential Safety Items You Must Have In Your Car
- The Ten Things You Need To Know Before Hiring A Mechanic
- And so on..

It's as simple as typing up some useful info in a word document, then saving it as a PDF and you're done.

Whatever it is, make it something that is low cost, automated and would be seen as a nice thank-you gesture.

It starts the relationship on a nice foot, and the customer doesn't expect it so they instantly think you are not just like every other mechanic (who doesn't bother going the extra mile).

The most important thing here is the gesture.

It's the fact that you bothered to send them something small but nice as a quick thanks.

Plus, this can actually be fully automated - so you only have to set everything up once.

They get the benefit, and you don't have to manually send it to them each time.

We've created plenty of these free reports before, and can walk you through creating something zero cost that your customers will appreciate.

Another thing you can implement is a 5-minute follow-up courtesy call.

This one can be time-intensive, but if you can delegate this to someone at your workshop with good customer service skills, this is a very powerful and easy way to get new customers hooked.

STEP 3 – Offer them access to your loyalty program 'with a twist'

Set up a loyalty program - where if they bring their car back within say 6 months for any other service (wheel alignment etc.), they will get access to a special loyalty program.



For example, the loyalty program could work like this:

For every 6 visits, get one free service/discounted service/special bonus item on the 6th service.

But here's the difference.

When they first get the loyalty card, stamp them for the first say 2 services as a 'welcome/introductory' gift.

Why does that matter?

I won't bore you with the details, but studies¹ have been done that prove customers are 82% more likely to come back if they feel closer to redeeming the reward.

¹Source: Nunes, Joseph and Dreze, Xavier, The Endowed Progress Effect: How Artificial Advancement Increases Effort. Journal of Consumer Research, Vol. 32, March 2006. Available at SSRN: <http://ssrn.com/abstract=991962>

Of course, you can tweak any of the numbers for the loyalty program, as long as you:

- Give them a deadline to come back (ie. 6 months)
- Give the 'new customer' the bonus free stamps (ie. 3 out of 6 stamps)
- Offer a decent reward for getting all the stamps (try be as generous as you can to increase the chance they return)

It's a cool little trick any workshop can do.

But it gets better...

If these one-off customers didn't have habit of regularly servicing their car, you can bet they'll develop one.

And all you have to do is offer the program and give them the 'new customer' head start.

Schedule Your 30 Minute Fast Track To More Profits Strategy Session with Ray Here...

In this fast-paced session, you'll...

- Get crystal clear about what's possible for your mechanic workshop, and the level of income, freedom & independence you really want to have...
- Find out the essential building blocks for growing a mechanic workshop fast...
- Discover *the #1 thing that's stopping you* from getting what you want...
- Identify the most powerful actions that will move you to the monthly income you want..
- Leave the coaching session with the confidence of knowing EXACTLY what to do to creating the mechanic workshop you want...

As some may know, my hourly consulting rate starts at \$825; so come prepared and you'll get a significant return on investment.

Only **14** spots available - so be quick.

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