

Sharpen The Saw

DOING WHAT YOU DO & MAKING IT EVEN BETTER

Customer retention procedures, Through both Sales and Service

Our dealerships top goal is to keep our customers and their families for life. It is proven that customer awareness of a dealerships Service Department (and their capabilities) is a key to that critical retention. It is then suggested that as part of the customers vehicle delivery procedures, that a brief introduction to the Service Staff would be a positive step, in keeping them always coming back!

When your customer has their vehicle in for service, it is a perfect opportunity to visit and reconnect with them,...even to quietly appraise their vehicle and to make them an offer!

The MYCARFAX app is free to all of our customers, and they will receive alerts to come back to Kunes Country!



- ✓ How can I keep track of my service records?
- ✓ When should I get things serviced on my car?
- ✓ How can I get helpful reminders and alerts?



CarFax Reps will be coming to your store for training...

WI Stores - Erica Downing
Ericadowning@carfax.com
262-328-4687

Antioch location - Nick Georgoulis
Nickgeorgoulis@carfax.com
224-203-0126

All other IL locations - Chris Katz
Chriskatz@carfax.com
888-788-7715 ext 4687

Please look for your CarFax Rep, or call them. In the mean time...

SALES TEAM

~ While you're waiting for delivery, help your customer download the MYCARFAX app and enter their vehicle information. **When downloaded in the store, your store is automatically their favorite!**
~ Don't forget to introduce your customer to the Service Advisors. They're an important part of the key to your repeat sales business!

SERVICE TEAM

~ Ask your customer's if they've downloaded the MYCARFAX app... help the if they haven't. **When downloaded in the store, your store is automatically their favorite!**
~ Keep in mind we can send specific coupons or alerts to our customers who've marked us as their favorite! Ask your marketing team!

Questions or Comments? Call your Marketing Department (262) 728-5544

KUNES
COUNTRY
Faith • Family • Giving Back