

*This information is purely a personal opinion and a review of our own experience and does not seek to reflect on any company or person*

With regard to local marketing for non insurer approved work, I simply call this getting out and walking the dog.

If most Bodyshop owners simply spent a few hours canvassing the local businesses in the community they would surely attract work from small to medium fleet clients with an excess of between £500 and £1000.

This is a very personal and effective way of marketing the business and getting to know local business owners and their staff. The only cost involved in this is a few hours per week and if the shop doesn't have a brochure simply use compliment slips, it's the personal touch and people like it.

I recently went around local trading estates for one of our clients and within a 1 mile radius I was amazed how many local businesses didn't know that they had a Bodyshop on the same estate.

The result was that clearly when someone has an accident they want the vehicle repaired locally with someone they trust.

With regard to ADD Sales, these must be done at the time the vehicle is estimated, and so long as we are sensible about our pricing, most people with additional damage on their vehicle will have it done at the same time as the insurance work. This is great as far as saving administration, for obvious reasons...

So then let's look at other options....

THIS HAS TO BE AFTER I HAVE TAKEN THE DOG FOR A WALK. I NEED TO THINK OUT OF THE BOX.

If you want/need other business it has to be driven by customers wanting to spend money on their vehicle, not in distress but as an I want/need.

So the WWW Web and marketing for customer care takes over...

How many shops have built web sites that reflect what the visitor needs rather than state how long and how wonderful they are.. great for insurance companies but does this attract retail trade?

If I search for car dent repair, scratch etc plus your local town who comes out to help? I bet its not you!!

Lets look at a situation some kind soul has just put a key down the door, my excess is £200 do I care you have jig ?

As a customer all I need to know is how much (fixed price) and how easy you are going to make it for me...loan car, collection, on line estimate? Or do I choose the guy that fixes it in a tent on my drive...There in a flash, fixed price; I don't even have to leave home.

Yeah yeah you are skilled guys, got better equipment even PAS 125... does any one know what the smart repairers are turning over and how much they earn per hour....

It must be good there are plenty of them!

You have people walk through your door every day, do you collect their contact details ? The best is an email address...

You can email them.... Keep in touch.... in the spring offer a touch up and valet service. . ... gear up for it offer 10% off .

What about in the summer your guys are kicking their heels..

£150 spent now could add £500 to its resale value of your car.....or have I been watching to many house renovation programs on the TV?

The point to this is marketing in the retail market is completely different; the approach many bodyshops take is aimed at insurance companies. A business card, a focused web site is all you may need, go on search for body repair in *your town* on the web and try scratch repair, dent repair, can you find your company? Do the companies you find offer a cost effective easy solution?

A good web site takes a positive approach that supports your retail marketing, while walking the dog is a vital mixture, one of our customers last 5 jobs came from the pub...

A nice way to build trade.... A nice walk, a quick pint and two neighbours' cars to fix!!

Be in no doubt you have to work for it.. Gear the shop to cope. But then if you want freedom from insurance companies, no one said it would be easy.

But you have new customers walk in every day, how do you follow them up?

Look for the extras.... They may respect you because you are insurance approved but would they call you first for the minor dent or scratch?

This a long story... a load more to say, lots more opportunities

Give us a call or use the contact form

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[www.bodyshopsupport.co.uk](http://www.bodyshopsupport.co.uk)