

POWERFUL SOLUTIONS

For maximum F&I profitability

Customer Retention (Via Windshield Claims), Out of Town Drama, and Depreciation (revisited)

As the saying goes, “Our Salespeople sell the first vehicle, and our Service and Parts Departments assure,” (we hope) “all subsequent sales.” We aren’t reviewing any revolutionary ideas here. To date, it’s unlikely anyone has uncovered a more effective way to ensure our Guests seek to do additional business with us in the future. We in the Business Office play a critically important role in the circle of life, here.

Security, Protection, and Peace-of-Mind are what WE do in the Business Office. Nearly everyone places tremendous value on these ideas, in life. Our efforts, when successful AND done properly, are vital to the cause. “Success” means we have effectively communicated the value of our products. “Done properly” indicates we have properly structured our contracts to include O.E.M. parts installed by THE Professionals within (or affiliated with) our organization. This serves a massively important role in assuring our Guests enjoy a positive ownership experience via exceptionally high-quality service after the sale! In other words, it is ONLY within OUR Dealership where we can control the quality of the work our Guests will receive. We have little to no control over forces outside of our store.

Windshield and Tire & Wheel claims are some of the most common we might expect our Guests to experience. In fact, I have personally experienced the installation of \$5918.70 worth of windshields (that’s 5 replacements) in my Wrangler, over the course of 28 months! The related ownership experience would have become a nightmare, at this point, had all that money come out of my wallet. Had these events led to insurance claims, it’s almost undeniable that qualifying for future coverage through the insurance company would have been at risk. Certainly, future rates may have been affected. Instead, the ownership experience has been a joy for the most part (more to review on that, shortly) and insurance rates haven’t been driven skyward by these claims. Because the “O.E.M. glass” option was selected on my Windshield Replacement contract, and I have insisted on utilizing my Dealer’s choice of Installer, no issues have been experienced with these replacements. There is no doubt that issues may occur, otherwise, including problems related to the functionality of high-tech safety and convenience features. Additionally, other complications may occur like nonsense related to the pitfalls of cancelled remote service visit appointments and damaged body panels caused by bad installs, as well! No one seems to care about our Guest’s vehicles quite as much as we do!!!



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More about that joyful ownership experience... recently, while out in the Rockies, my peace and tranquility were tested. A chime sounded accompanied by an error message, which illuminated on the Wrangler's dash... "SERV 4WD". "Awww Jeez, what's this," I thought. These Jeeps have been an intrinsic part of my professional experience for many years. They are familiar old friends. Therefore, the change in the feedback to the steering wheel was detected immediately. The system had somehow locked itself into its "4H Part Time" setting instead of remaining in its "4H Auto" setting. (This range is specific to the 392, so please... no fact checking is necessary.) As with nearly any 4WD vehicle, the "Part Time" range is NOT intended for operation on high-traction surfaces, particularly when turning. When in a "Part Time" mode, maneuvering through moderate to tight turns while on high-traction surfaces may damage the transfer-case. This occurs due to the system forcing the front and rear axles to turn at the same speed. Front and rear axles turn at different speeds when maneuvering through moderate and tight turns. The binding that occurs because of this type of operation can destroy a transfer case... NO BUENO! Fortunately, after contacting a technician friend back home, a temporary work-around was discovered, enabling a safe return.

Upon returning, the Jeep received the obligatory immediate attention. An error code was stored in the system... "Transfer Case Motor Blocked". A software update was loaded and, if the problem re-occurs, a part may need to be ordered. The fact that the Factory's "full-mechanical" (i.e. referred to as "bumper-to-bumper" by many folks) protective period will soon expire would be a MAJOR concern if it weren't for the protection, peace-of-mind, and security provided by the premium VSC which is in effect, on this vehicle! In fact, the mind-numbing anxiety created by this situation would lead many folks who don't enjoy this same level of protection to hurriedly seek to escape the situation. We have reviewed the typical outcome to this sort of situation [here](#).



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Partnership + Performance = Profit

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As always, let's seek to share enough of the necessary perspective, with our Guests, to ensure they enjoy a WONDERFUL ownership experience via...

- 1). The Security, Protection, and Peace-of-Mind provided for by our products.
- 2). The services of THE Professionals within (or affiliated with) our organization.
- 3). The savings earned by not having to escape an untenable financial situation, selling an otherwise wanted vehicle, during the steep part of a depreciation curve.

Think about it.

Good luck and good selling!



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