

POWERTIPS

Tools and Tricks for Increasing Shop Revenue and Profitability with Epicor® MechanicNet™ Cloud CRM

One Service Visit Is Not Enough to Fall in Love

Sure, your current customers love you...that's why they keep coming back. But what about those brand-new customers who have never been to your shop before? **What's your strategy to make sure they come back a second time...and a third...and a fourth...and so on?**

Let's start with how they found you in the first place. Was it your:

- Website & SEO?
- Click ads (Google and social media)?
- Newspaper, radio, or cable TV?
- Billboards or stadium sponsorships (high school or other local sports)?
- Direct mail or a purchased email list?
- Word of mouth (other customers or your online reviews)?

If you're spending money to bring new customers in for the very first time—or even if they came in on the recommendation of a friend—you **need a plan to maximize that investment by making sure they come back again.** The first visit to a new shop is kind of like a first date—and for most, one date ain't enough to fall in love.

We have a plan. Ask about our Epicor MechanicNet Cloud CRM solution's **First-Time Customer Program**, and we can help you lock in those new visitors and keep them coming back again and again.



2020 MOTOR Magazine
Top 20 Tools+ Award Winner



Training & Resources



- The Epicor MechanicNet Cloud CRM solution gives you the ability to build lasting customer relationships that will help you accelerate profitable growth. Learn more about how you can achieve EPIC Results by scheduling a free Shop Profit Clinic. [Click here to get started!](#)
- In case you missed them, previous issues of PowerTips shared tips and tricks for other great features within your MechanicNet Cloud CRM platform. Click the links below to read them:
 - [Use Recommended Service Reminders to bring work back to your shop](#)
 - [How to boost revenue during the holidays](#)
 - [Sell more service, more quickly with MTexting](#)
 - [Build loyalty with the OBD4 Business dashboard's Customer Frequency Report](#)
 - [Protect your valuable relationships with powerful communications tools](#)

Have questions or comments about Epicor MechanicNet Cloud CRM?
Contact us today at 1.888.463.4700, Option 5, or automotive.marketing@epicor.com.

About Epicor Software Corporation

For almost 50 years, Epicor Software Corporation has specialized in helping their customers grow their businesses, expand their capabilities, increase their productivity, and improve efficiencies. A leader in Enterprise Resource Planning for medium-sized businesses, Epicor serves as a trusted partner for thousands of companies worldwide across key industries such as manufacturing, distribution, and retail. Through its innovative services and unparalleled vertical knowledge, Epicor is creating a world of better business for their customers, building in their unique business processes and operational requirements into every one of their solutions—in the cloud or on premises. For more information, [connect with Epicor](#) or visit www.epicor.com.

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