

# SET YOUR SHOP UP FOR SUCCESS

## *Plan for greater growth and profitability – here's how:* **UPGRADE**

The availability of EIDL loans from the federal government provides an unprecedented opportunity to upgrade your shop. These loans allow you to get new equipment that can not only help increase efficiency and make repairs easier, but can also expand your repair offerings and diversify your business:

- **Lifts** Newer units raise faster, hold more weight, provide greater clearance, and are lower maintenance.
- **R1234yf A/C Recovery Machines** Take advantage of the new and growing need.
- **Diagnostic Tools** Grow your opportunities to perform a wide range of vehicle electronics repairs. Check out the ALLDATA Diagnostics scan tool. <https://www.alldata.com/alldata-diagnostics>
- **Alignment Systems** Utilize state-of-the-art technology for faster and easier work.
- **Tool and Equipment Quarterly** Get everything you need from AutoZone: <https://bit.ly/AZTool>

These COVID-19 EIDL loans are very low interest (3.75%) and have up to 30 years for repayment:

<https://www.sba.gov/funding-programs/loans/coronavirus-relief-options>

If a government loan isn't for you, get 3-months deferred payment on new equipment through Marlin Capital Solutions. Contact your local AutoZone Commercial Sales Representative for more details.

Don't forget the S-179 tax deduction, allowing you to deduct up to \$1MM in equipment and software.\* <https://bit.ly/s-179>

## **DEVELOP**

When your business is running slower than usual, leverage employee down time to get them up to speed on new processes and equipment, learning up-to-date techniques of modern diagnostics, study for and plan to take the ASE certification test, as well as shop management. With social distancing the norm, online courses are available.

- **Personnel Evaluation** Review each role within your shop and assess the value each employee brings, determine areas for improvement and create an organizational plan for development.
- **AutoZone offers over 120 courses online** Get ASE Certification prep to instruction on most major vehicle systems, including modern diagnostics, ignition, computer controls, and more. <https://bit.ly/azprotraining>  
ALLDATA also offers free training on the latest tips and techniques for repairs": <https://www.alldata.com/webinars>

# IMPROVE

Your repair shop is a fast-paced environment where projects vary and techs are constantly on the move and challenged with turning bays efficiently, keeping car counts and repair hours up, and business thriving. A boost in productivity, can mean a boost in business. Leverage this time to optimize your shop for busier days ahead.

- **Reduce Clutter** Floor space is often a rare and valuable commodity in a shop. Being sure that walkways and lift areas are kept clear is not only a safety concern, but a productivity issue. Consider vertical storage cabinets to keep lesser used equipment and tools handy, but out of the way. Employee lockers or workstation cabinets allow techs to keep their personal belongings close at hand, but out of their workspace. This can improve workflow and avoid downtime from accidents.
- **Mobilize Technicians** On the flip side, technicians should have commonly used tools and equipment handy without having to leave their bay, and if possible, in toolboxes on casters. These “mobile workstations” also allow your techs to get their tools closer to the job on the vehicle, reducing time walking back and forth to get what they need.
- **Make Bays Job Specific** Improve productivity by dedicating specific bays to common types of work, so equipment, tools, and even parts are kept at the ready where the job will be performed. This can also improve technician efficiency and bay turns. For instance, have a bay (or two depending on business needs) dedicated to brakes, and keep a tool cabinet with all of the necessary tools, brake cleaner, fluid & lube at the head of the bay. The brake hose rack and brake lathe should be right there as well.
- **Leverage OE Repair Information** Software like ALLDATA Repair provides factory service instructions, wiring diagrams, TSBs, and more to help technicians analyze vehicle data, find buried problems, and fix issues quickly and accurately. This can greatly reduce time spent on task trying to diagnose unknown issues.
- **Process Flow and Automation** From the front of the shop to the back, the more you can automate, the fewer labor hours you have to spend. Consider using shop management software to help with the day-to-day running of your shop - keeping track of customer information, quotes, orders, invoices, and more. ALLDATA offers an online solution that's securely backed up in the cloud. <https://www.alldata.com/alldata-manage-online-1>
- **Evaluate Shops Operations** Use industry standard key performance indicators (KPIs) for insights into the health of your business. Download a free KPI Handbook to help optimize your operation and grow profits. <https://bit.ly/azkpi>

# RESTORE

A clean, well-lit and welcoming shop puts customers at ease. And while credible repair and excellent service are important, studies show that a positive experience is one of the top deciding factors for consumers to consider coming back. If your shop is looking a little worse for wear after years of taking care of your customers, maybe now is the time for sprucing up.

- **Refresh the Exterior** First impressions really do matter, especially for an auto repair shop. A fresh appearance inspires confidence and trust. Consider painting the exterior of your shop, pressure washing the driveway, replacing dingy or broken signage, and changing all burned out bulbs. If painting is not an option, often just power washing the walls, windows and awnings makes a huge difference. Also consider landscaping around the building; Be sure grass and bushes are neatly trimmed.
- **Dress up the Interior** Whether they're dropping off at the service desk or waiting for the repairs, you want your customers to feel like they're in good hands. Create a comfortable, clean and well lit area just for them. Paint if needed to brighten the space up. Have comfortable furniture and handy cell phone charging stations, as well as a TV for entertainment. Post your guest WiFi password so they don't have to ask. Consider vending machines for drinks and snacks, and some extra income. You don't have to spend a lot to make customers feel welcome.

# PROMOTE

With your shop looking its best, your employees well trained and new services to offer, now it's time to promote your shop to your existing customers and gain new ones from the surrounding areas to drive business into your bays.

- **Help Customers Find You Online** 97% of consumers search for local businesses online. There are many inexpensive or FREE resources that can help you develop a presence online so your customers can find your business.
  - **Google Business** Increase engagement with customers on Google for FREE. With a Google My Business account, you not only get a business listing, your FREE Business Profile lets you easily connect with customers across Google Search and Maps. And, Google will help you build your first Website for FREE.  
<https://www.google.com/business>
  - **G Suite from Google** Communicate with customers and grow your business with a host of applications including calendars, video conferencing, cloud storage and a custom domain email address for your shop and all of your employees (John@yourshop.com). The starting business package only costs \$6 per month.  
<https://gsuite.google.com>
  - **Facebook for Business** Leverage the power of Facebook like a professional marketer with their powerful tools and business insights, built specifically for small businesses like yours. Build your brand awareness, generate leads, re-target existing customers and increase sales. And, Facebook created a \$100MM grant to support small businesses now. <https://www.facebook.com/business>
  - **Instagram for Business** Facebook's sister company is a great way to get your shop's name out there as well. Set up a FREE business profile and use their business tools to learn how to post, advertise, and measure success, all within Instagram's platform. 1/3 of the most viewed stories on Instagram are from businesses.  
<https://business.instagram.com>
    - **TIP:** Try to make your username or URL on social media your business name (or as close to your business name as possible) so consumers can easily find you online.
    - **TIP:** Consider a calendar to organize social posts: <https://bit.ly/somedcal>
  - **AutoShop Solutions** Get professional help building your website from a company that specializes in working with people in the auto repair industry. From search engine optimization and pay-per-click marketing to social media and review management, AutoShop Solutions has all the tools you need to be found online.  
<https://autoshopsolutions.com/>
- **Craft Your Communications Carefully** It's a difficult time for everyone, so be mindful to keep a sensitive tone and remember safety first, sell second. Post content that drives trust in your business and a personal relationship.
  - **Safety First** Let your customers know about all the of necessary precautions you are taking to prevent the spread of the virus and keep them safe – changes to operations like modified service hours, new vehicle drop-off procedures, contact-less payment, and steps you're taking to sanitize and disinfect commonly touched areas, including their vehicles.
  - **Yes, We're Open** Let customers know you're open for business Consider posting signage, calling your best customers on the phone, sending emails, and posting to social media pages.
  - **Give Helpful Advice** Educate customers on the possible damaging effects to vehicles that haven't been running for 2-3 months, as well as the importance of keeping up with routine maintenance.
  - **Special Offers** Consider ways to help customers who have been financially impacted get necessary car repairs done, like savings on routine maintenance or battery replacement.



\*Contact your tax advisor or CPA for more details on the Section 179 deduction. Financing is provided by third parties who are not affiliates of AutoZone. All advertised loan programs, rates, terms and conditions are subject to change at any time without notice. The information contained in this flyer is provided for informational purposes only, and should not be construed as legal, financial or tax advice on any subject matter. This flyer provides general information only and does not reflect the most current legal or financial developments or address your specific circumstances. AutoZone disclaims all liability for actions you take or fail to take based on any information provided in this document.

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