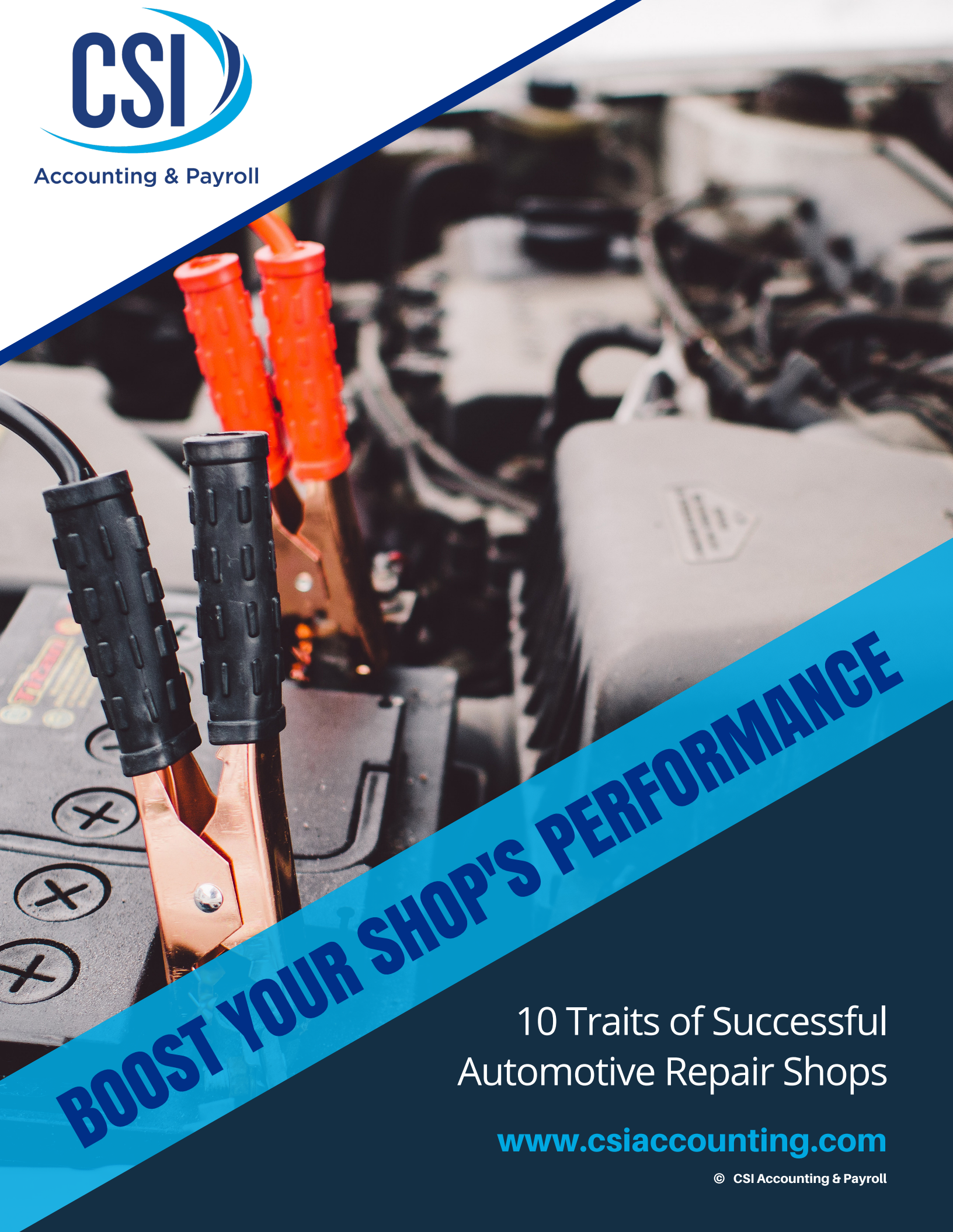




Accounting & Payroll



# BOOST YOUR SHOP'S PERFORMANCE

10 Traits of Successful  
Automotive Repair Shops

[www.csiaccounting.com](http://www.csiaccounting.com)

© CSI Accounting & Payroll

# 1.

---

## They're Clean

Working on cars can be a dirty job, especially in Minnesota where vehicles are driven in seasonally harsh environments.

Add to that the gas, grease, oil, and other lubricants that keep a vehicle running.

These elements, however, don't need to be present in the shop or waiting area.

Wise operators know that a clean shop and waiting area is crucial to keeping customers happy.

It may seem like a little task (or an annoying job), but cleanliness speaks volumes in terms of customer service and overall branding.

# 2.

---

## They're Educators

The average driver is not an expert when it comes to fixing a car or doing regular maintenance. Nor are they an expert on what your auto repair shop can do.

Train your staff to be proactive educators when it comes to car care and the services you offer. Don't assume that your customers, even the regulars, are aware of all of the services you provide. One of our clients recently had a long-term (over 10 years) oil change customer ask if they could recommend a shop to service more extensive repairs on her car. It was an "aha" moment for the owner.

Educate your customers on the services that you offer. It happens to shops of all sizes and experience levels.

Educate your customers at every opportunity.



### Additional Resource:

Top 5 Mistakes Auto Repair Shop Owners Should Avoid

>>

# 3.

---

## They're Constantly Learning

Savvy operators recognize the importance of training their staff.

As vehicles and the tools to work on them become more and more sophisticated, the people working on them and selling the services need to stay ahead of the curve.

Give your employees the proper technical training to fix, diagnose, and sell all types of services on today's vehicles.

Owners who encourage employee training see rewards on the bottom line and tend to keep top talent in the shop.

# 4.

---

## They Price Strategically

Accurate pricing can be a sticky issue. Many shop owners get hung up on idea of staying competitive.

We encourage operators to set pricing based on value.

From labor rates and margins on parts to environmental fees and miscellaneous accessories, successful shops know what to charge to be profitable based on proper calculations.



### Additional Resource:

Evolving Trends in the Automotive Repair Industry

>>

# 5.

---

## They Pay Based on Performance

To deliver the best service in the most efficient (and profitable) way possible, top auto repair shops compensate their employees well.

But they also do it in a way that motivates service writers and mechanics to perform.

The industry was known for rather lucrative guaranteed pay in the past. This has shifted in today's shops, where compensation is now used as a motivator.

Encourage your employees to diagnose and sell more services using a commission-based system.

# 6.

---

## They're Team Players

Everyone in the shop needs to know their roles. At the same time, they need to excel in their day-to-day activities.

The owner's job should be to focus on operations and getting customers in the door.

The technicians should be masters of diagnosing current problems with vehicles as well as recommending regular maintenance.

The service writers need to have the appropriate knowledge and communication skills to educate and motivate customers to be proactive in maintaining the safety, reliability, and life of their cars.



### Additional Resource:

Steps to Secure Additional Sales for Your Automotive Repair Shop >>

# 7.

---

## They Plan

Due to the nature of the industry, there will be some down times. The most successful shops already have a plan in place to bring in new and returning customers.

This is where marketing and advertising come into play.

Whether you provide email reminders for regular maintenance or offer coupons, remember that you don't always have to advertise a discounted price.

Use your marketing and advertising campaigns as ways to educate and remind customers of your presence and the importance of the services you offer.

# 8.

---

## They Set Goals

Successful auto repair shops look at their numbers, and they set goals accordingly -- car counts, average repair orders, service bay analysis, break-even point, you name it.

The most profitable shops know what they need to do to make money and to grow their business.

This stems from solid bookkeeping, accounting, and business forecasting.



### Additional Resource:

Do I Need a Higher Car Count or Higher ARO? >>

# 9.

---

## They Use Systems

Auto repair shops run into trouble when they don't run efficiently.

Top operators implement systems to run their business and to identify any red flags before minor issues become significant problems.

Systems allow shops to be scaleable, to grow when the opportunity presents itself.

Proven systems of operation give top shops a competitive edge.

# 10.

---

## They Outsource

The most successful auto repair shop owners know when it's time to outsource certain operations of their business. Be it marketing and advertising or accounting and payroll, they understand that their time is best spent working on their business rather than in it. You probably started your shop because you love working on cars and delivering a valuable service for people. At the same time, you want to make money, grow your business, and spend time with friends and family.

Too many shop owners sacrifice their time because they feel the need to handle all of the back-office work themselves. At the end of the day, outsourcing aspects of your business affords you a higher return on your investment in terms of money and time. Don't limit the potential of your business by trying to do everything.



### **Additional Resource:**

6 Reasons to Outsource Accounting for Your Auto Repair Business >>

# Thinking about outsourcing your accounting & payroll activities?

CSI Accounting & Payroll has a long history in the Twin Cities. Founded in 1966 by Al Clausnitzer, the firm started as an E.K. Williams franchise specializing in accounting, bookkeeping, and tax services for automotive service stations.

Fifty years later, as of 2016, we are now CSI Accounting & Payroll. Staying true to our roots, we still offer accounting, bookkeeping, tax preparation, and payroll services to service stations across the region. At the same time, we have expanded our reach to include a multitude of small businesses in various industries. CSI Accounting & Payroll is a member of both the Professional Association of Small Business Accountants (PASBA) and the Independent Payroll Providers Association (IPPA).

Our experienced team of accountants and payroll specialists have a deep understanding of the business climate in the Twin Cities community and look forward to helping businesses and individuals thrive for another 50 years.

**Contact us** for a **FREE** consultation! >>



**Accounting  
& Payroll**

Phone: (952) 927 - 4011  
info@CSIAccounting.com  
4915 W. 35th Street, Suite 203  
St. Louis Park, MN 55416

**[www.csiaccounting.com](http://www.csiaccounting.com)**