

# Automotive Newsletter Company Gaining Referrals



## How Can a Newsletter Benefit Your Company?

### Q&A

**Q:** What can we do to win more referrals for our business? We see a lot of our competitors getting customers this way, but we don't seem to have the same luck.

**A:** When it comes to winning referral business, luck plays a smaller role than you may think. What matters most is cultivating current customers or clients and creating an ongoing program to generate referrals.

### HOW WE WILL HELP YOU!

Newsletters are one of the least expensive and most effective public relations tools that exist for drawing attention to an automotive business.

### STAYING IN TOUCH

Use your newsletter to stay in touch regularly with your customers. If you're not communicating with them, your competitors will! Keep your name in their minds with a monthly newsletter mailing. Plus, by including informative articles, you show your customers you care about more than just their business, you care about them!

It's a fact, referral and repeat customers are by far the most profitable customers ANY business can have. Now we are sure you get some repeat and referral business just from the fact that you do a good job, but imagine what would happen if 10%, 25% or even more of your customers continued to refer your business to others months after they have used your services. What would your business be like? Could you expand your business? Could you increase your rates? Could you retire earlier or perhaps, just enjoy more of the good life? Absolutely!

***The single largest reason that referrals dry up after a month or two is that customers simply forget about who you are and your company. Don't let this happen to you!***

It seems incredible but it probably happens to both you and your competitors every day. When we interviewed successful companies, we found that the marketing tool that had the most effect on repeat and referral business building was the monthly customer newsletter. The key to newsletter marketing success is that it keeps your name in front of your customers year round. It gives customers a reason to think about your company and refer you to others.

## **EDUCATE YOUR CUSTOMERS**

As an automotive shop, you can greatly benefit from mailing a regular newsletter to your customer base. Consider the following:

Educate your customers with your newsletter. The newsletter will inform them about the importance of regular preventative maintenance on their vehicle. Let them know about the many services offered at your shop. Introduce staff, announce additions of new equipment and cover any office news or policy. Use customer success stories (testimonials) as a written form of word-of-mouth advertising — the best there is! Encourage referrals of new business with a referral contest and/or including a coupon in your newsletter. Re-activate customers who haven't been in for awhile. Be sure you mail your newsletter to everyone who has been in for service/repair over the last two to three years.

## **GAIN REFERRALS**

The business of referrals makes sense for most companies for the following reasons:

1. Referral business reduces your sales expenses and sales cycle. With less time calling cold prospects, your small business can focus on customers and their circle of influence.
2. Referrals can build your level of satisfied customers. The cycle self perpetuates with more satisfied customers referring others to your company.
3. Referrals increase your sales revenue. According to world-renowned sales trainer, Tom Hopkins, in "Sales Prospecting for Dummies"; your closing ratio for non-qualified leads is 10 percent versus a 60 percent close ratio with referred leads. If the prospect of building the referral end of your business is so enticing, why do so few businesses do it? Because they use the wrong approach in building referrals and have limited success.

## **DEVELOPING RELATIONSHIPS**

Successful small business professionals know that one of the best ways to encourage sales is by building and strengthening relationships with the people who already know and trust their work.

A recent New York Times article addresses the core strategies that small businesses must adopt if they are to thrive in the current economic climate. "When times are bad, people are more likely to buy products from someone they know and trust. Building relationships with your regular customers is more important than ever when business is slow."

This just makes sense! In a recession, potential clients are naturally less inclined to spend money. They want to be sure that a service provider is truly worth the investment. Nothing communicates the quality of your service better than if the client being referred or recommended to you by someone they already trust. Therefore, it is becoming increasingly important for small business owners to leverage their current client base to generate targeted sales leads. Conducting a customer promotion campaign is a highly effective form of referral marketing. Promotion campaigns send a clear message that you are serious about taking on new business and are prepared to reward those who help you.

Fortunately, referral marketing is incredibly cost-effective. A monthly newsletter may be all that it takes to maintain a prosperous professional relationship. And in this economy, a qualified referral from someone who knows and trusts your work will be the propeller that takes your business to new heights!

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**FILL OUT YOUR PERSONAL INFORMATION FORM  
TO START YOUR NEWSLETTER.**