

## Customer+Plus Program

The Customer+Plus Program is a preferred customer program that is a tool for giving special recognition to your customers through monthly specials or services only for those who have a Customer+Plus card. The program is designed to:

- Give your customers a special status.
- Increased customer loyalty due to special status.
- Keep customers coming back to your shop.
- Add new customers who begin doing business with you as a Customer+Plus member.
- Use monthly Customer+Plus specials to increase traffic.
- Create an opportunity to provide additional services or needed work while a customer's vehicle is in for the monthly special.
- Help build a comprehensive mailing and telephone list.

### How the Program Works

1. Whenever customers come into your shop, offer them the opportunity to join your Customer+Plus Program.
2. Have the customers fill out the Customer+Plus Registration form and issue them a Customer+Plus card.
3. Once a month, mail out a Customer+Plus special offer to all those who have signed up for your program.
4. Customer+Plus Specials are mailed to participants in each of the two months between your Quarterly Service Specials. For example:

<u>January</u>	<u>February</u>	<u>March</u>
Qtrly Special	Cust+Plus Special	Cust+Plus Special

<u>April</u>	<u>May</u>	<u>June</u>
Qtrly Special	Cust+Plus Special	Cust+Plus Special

Customer+Plus members get an additional amount off or service on the Quarterly Specials, such as topping off fluids when they bring in their vehicle. Some shops use the topping off service as a service Customer+Plus members receive every time they bring in their vehicle.

5. Any time Customer+Plus members come into the shop, they present their card when the Service Advisor is filling out the work order, and the special price and/or additional service to be performed is noted on the work order.

The following is an example script you can use when recruiting customers for your Customer+Plus Program:

*"Mr. / Mrs. / Miss \_\_\_\_\_, we appreciate you doing business with us. As a way to express our appreciation, we'd like to offer you the opportunity to be a part of our Customer+Plus Program.*

*As a Customer+Plus member we will notify you of specials that are only offered to those who are in our Customer+Plus Program. And, as a Customer+Plus member, we will top off your fluids at no charge every time you bring your vehicle in.*

*To take advantage of our specials and Customer+Plus services, simply present the Customer+Plus card that we will give you every time you bring in your vehicle.*

*The Customer+Plus Program doesn't cost you anything. You simply fill out a registration form and we'll give you a Customer+Plus card. That's simple enough, isn't it?"*

*Shall we sign you up today?"*

**Program Implementation**

- 1. Have each customer fill out a Customer+Plus Registration Form so you will have a complete record of the customer, their family, their vehicles and how to contact them by mail or telephone.

Either transfer the customer information from the registration form into a computer database or spreadsheet program, or keep a book of the registration forms in alphabetical order by customer name. This will be the source for your master customer mailing list.

**Customer+Plus Registration Form**

Customer Name: _____	Phone #: _____	Date: _____
Spouse's Name: _____	Other Fam Mbr Name: _____	
Other Fam Mbr Name: _____	Other Fam Mbr Name: _____	
Address: _____		
City: _____	State: _____	Zip Code: _____
Mobil Phone: _____	FAX: _____	Email: _____
Vehicle 1: Year: _____	Make: _____	Model: _____
Vehicle 2: Year: _____	Make: _____	Model: _____
Vehicle 3: Year: _____	Make: _____	Model: _____
Vehicle 4: Year: _____	Make: _____	Model: _____
Vehicle 5: Year: _____	Make: _____	Model: _____
Prefers calls at <input type="checkbox"/> Home <input type="checkbox"/> Work— Work Phone: _____ Ext: _____		
Best times to call: 1: _____ 2: _____ 3: _____		

- 2. Print the name of the customer on the top line of the Customer+Plus card (see next page) and record the customer's vehicles on the back of the card. Ask how many family members will need a card, then fill in each name on a separate card and give to the customer.

NOTE: It is recommended that you purchase a laminating machine so you can encase the signed cards in plastic to preserve them.

Also, If you are able to produce business cards on your computer with a program such as Microsoft Word, you can generate your own Customer+Plus cards.

Print the front side, then put the sheet of cards back into the printer and print the back side.

- 3. Once a month, select specials for the Customer+Plus Program. Be sure that prices for Customer+Plus are equal to or less than prices offered to the general public in quarterly specials. You can charge the same price and provide an additional service (topping off fluids, free basic car wash, etc.) for Customer+Plus.
- 4. Once a month, mail a Customer+Plus Specials flyer to each registered participant. See example on next page.

Business Card Size

is a  
**Total Care  
 Automotive Service Center**

**Customer+Plus™**

2600 W. Main St., Hillside, NE 70242 / 806-621-5000

Print customer's Name on blank line

FRONT  
 Use Business Card stock

BACK

**Vehicle 1:**  
 Year: \_\_\_\_\_ Make: \_\_\_\_\_ Model: \_\_\_\_\_

**Vehicle 2:**  
 Year: \_\_\_\_\_ Make: \_\_\_\_\_ Model: \_\_\_\_\_

**Vehicle 3:**  
 Year: \_\_\_\_\_ Make: \_\_\_\_\_ Model: \_\_\_\_\_

**Vehicle 4:**  
 Year: \_\_\_\_\_ Make: \_\_\_\_\_ Model: \_\_\_\_\_

**Total Care  
 Automotive Service Center**  
*"Where customers are heard, not herded."*  
 2600 West Main Street / Hillside, NE70242 / (806) 621-5000

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**CUSTOMER+PLUS™ SPECIALS**

<p><b>A/C SERVICE SPECIAL</b></p> <ul style="list-style-type: none"> <li>• Pressure test system</li> <li>• Check for leaks</li> <li>• Check system for proper operation</li> </ul> <p><b>\$29.95</b></p> <p><small>Most Cars – Does Not Include Freon</small></p>	<p><b>QUICK LUBE</b>                  Wednesday Only</p> <p><b>\$14.95</b></p> <p>Up to 5 quarts of new oil, new filter and a safety check of major systems.</p>
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Prices good for the entire month of June

As a Customer+Plus™ of Total Care Automotive Service Center, every time you bring your vehicle in for service, we'll top off your vehicle's fluids FREE. It's our way of saying,  
*"Thanks for letting Total Care Automotive Service Center serve you."*

**"If, for any reason, you are not pleased with our service, we will do whatever it takes until you are completely satisfied ... no ifs, ands or buts!"**

**BUSINESS CUSTOMER+PLUS PROGRAM**

The Business Customer+Plus Program is the same as the standard Customer+Plus Program with the added element of being designed to help you increase business with employees of local companies. It can enable you to acquire several new customers through one marketing source.

**How the Program Works**

1. A letter and a copy of your company brochure are sent to the Human Resource Manager of each business within a 3 – 5 mile radius of the service center with 25 or more employees. The letter offers a Customer+Plus membership to employees of the company and extends an invitation for the manager to visit your shop to meet you in person and explain how the program works.

Note: For small businesses, the letter can be addressed to the owner or manager.

The letter will include:

- An introduction of who you and your company are.
- A reference to your company brochure for background on your company and the services it provides (company brochure enclosed).
- Reason for the letter — to offer the business a free benefit for their employees.
- An introduction of the Customer+Plus Program and how it works (a copy of your Customer+Plus card will be enclosed).
- An invitation to stop by your shop to meet you and discuss the program.
- That you will provide references upon their request.
- The enclosure of a sample letter for the employees of the business.

2. 5 days after the letter is sent, the owner of the service center, or a capable designated person, makes a follow-up telephone call to each Human Resource Manager to personally invite them to the shop for a visit, to introduce them to the staff, and to explain how the program will work. Offer to meet them at their place of business if they prefer.

**NOTE:** Your parts sales representative can assist you in making telephone and face-to-face contacts with businesses.

3. When they agree to offer the program, provide them with a copy of the letter for them to put on their company's letterhead.
4. Employees bring in the letter to sign up as a Customer+Plus member.
5. If a participating business has a fleet, you can offer the business a savings on all fleet service in conjunction with the employee program. (A specific Fleet Program will be covered in a later issue.)

**Letter to Human Resources Manager on your letterhead**

*Date*

*Name – Title*

*Company Name*

*Address*

*City / State / Zip*

*Dear \_\_\_\_\_:*

*My name is \_\_\_\_\_. I am the owner of [Name of Service Center]. We are a [description of shop] that has been serving the [market area] community for the past \_\_\_\_ years. I have enclosed a brochure that will give you some background on us, the services we provide, our warranty, and our commitments to our customers.*

*I am writing to offer you a program that you can use as a free benefit for your organization's associates. We are establishing a Customer+Plus Program that will enable your associates to receive special prices and services each month on preventive maintenance and repair services.*

*Our Customer+Plus Program is free to you and your associates. Here's how the program works:*

1. *You sponsor us by providing a letter that explains the Customer+Plus Program to your associates in their pay envelope, in a memo or email, in your company's newsletter and/or on company bulletin boards. A sample letter is enclosed.*
2. *Your associates bring the letter to us, register their vehicles and the other members of their family that they want in the Customer+Plus Program. We then issue them a Customer+Plus card (see the enclosed sample card) for each registered member of their family.*
3. *Once a month, they will receive a flyer offering special discounts and services available only to members in our Customer+Plus Program.*
4. *All that your associates or their family members have to do is show their Customer+Plus card and they will receive that month's special discounts and/or services.*

*I cordially invite you to visit our service center for a tour of our facilities, to meet our staff, and to discuss our program in more depth. Or, if you prefer, please call me and I'll be happy to meet with you at your office. I will also provide you with references when we meet together.*

*Thank you in advance for the opportunity to discuss this free benefit program for your associates.*

*Sincerely,*

**Letter from Human Resources Manager to their Associates**

Date

Dear Associate:

We have teamed up with [Name of Service Center] to provide you with an additional benefit that will cost you nothing, but can save you hundreds of dollars a year on your vehicle services and repairs.

Through your employment with [Name of Customer Business], [Name of Service Center] offers you the opportunity to become a member of their Customer+Plus Program. Membership in this program entitles you to special discounts and/or services each month. The Customer+Plus Program is free to you and other members of your family. Here's how the program works:

1. Take this letter to [Name of Service Center]. They will register you, your vehicles, and any other members of your family that you want in the Customer+Plus Program. They will then issue you a Customer+Plus card for each registered member of your family.
2. Once a month, you will receive a flyer offering special discounts and services available only to Customer+Plus members.
3. All that you or your family members have to do is show your Customer+Plus card and you will receive that month's special discounts and/or services.

[Name of Customer Company] is happy to make this cost-saving program available to you. We encourage you to take this letter to [Name of Service Center] and become a Customer+Plus member.

Sincerely,

**Implementing the Program**

1. You must first create a list of the businesses within 3 – 5 miles of your shop (or a radius more appropriate). This can be accomplished in one of three ways:
  - Acquire a list of businesses from a list service.  
If you live in a small area and/or have access to the internet, there are business and consumer listing services such as **infousa.com**. These services will guide you through the list selection process.
  - Build a list from your local Yellow Pages Directory.
  - Pay high school students to canvass the designated area and make a list of all business names and addresses.
  - Ask current customers the name of the company they work for — and the name of the Human

Resources Manager, Owner, or Manager (depending on the size of the business).

Your letters will have more impact if they are addressed to a specific person instead of the generic "Human Resources Manager," "Business Owner," or "General Manager." You can often obtain specific names from a mailing service, or you can make blind calls to the businesses and ask for the names of the people in the positions you need.

It is usually not difficult to get the Human Resources Manager's name because they receive a lot of mail (resumes) from outside people. When you call, you can say, "I'm supposed to send some information to the Human Resources Manager and I'd like to address it to the Manager's name. May I have his or her name please?" If a small company, substitute "the owner" or "the General Manager" for "Human Resources Manager."

2. Rank the businesses you have on your list in the order of priority for your shop. You may rank importance by:
  - Proximity to your shop — the closer the business, the more likely employees will use your services.
  - Drive by employees — businesses where many of the employees drive by your shop on the way to or from work.
  - Businesses that one or more of your current customers work for — their own employee(s) can be used for references.
  - Businesses where you already have a fleet service relationship.
  - Businesses that you have specific names for recipients of your letter — again, you will get a better response when letters are addressed to specific individuals.
  - Size of business — do you want large or small businesses?
3. Mail out 3 - 5 letters per week. Although it would be nice to have a lot of businesses interested, you don't want to have several businesses inquiring at the same time and you not be able to respond to each in a timely fashion. Once you have a prospective business interested, you must demonstrate the quality of your service by responding immediately to each inquiry.

Spacing out the letters will also make it more realistic for you to make telephone follow-up calls to the businesses who have received letters. If you have too many letters out at one time, you simply won't make the needed calls because it will take too large of a block of time. 1 or 2 follow-up telephone calls a day is not an over-taxing number.
4. Be prepared for a surprise, drop-in visit from any prospect. Once you send letters, you may get a surprise visit — or even a “mystery shopping” visit from a person to whom you sent a letter. Be mentally prepared to greet them and take them through your shop if they identify themselves on the spot. If they drop by, they are interested. Their interest can lead to many new customers. So, be ready to treat them like royalty.

**Business Customer+Plus Program follow-up telephone sample script:**

HAVE A COPY OF THE LETTER YOU SENT AVAILABLE TO REFER TO.

*“Good (morning/afternoon). May I please speak with Mr./Mrs./Ms. \_\_\_\_\_?”*

*“Hello, Mr./Mrs./Ms. \_\_\_\_\_, this is (your name) from (shop name). Last week I sent you a letter about our Customer+Plus Program for your associates. Have you had a chance to review the letter?”*

IF YES: *“Great. Do you have any initial questions about the program that I can answer for you?”*

ANSWER ANY QUESTIONS ASKED, THEN: *“I would like to invite you to visit our service center for a tour of our facilities, to meet our staff, and to discuss our program in more depth. Or, if you prefer, I will be happy to meet with you at your office. Which would you prefer?”*

If the prospect says “yes” to either alternative, set a specific appointment date and time. Then close with: *“Mr./Mrs./Ms. \_\_\_\_\_, thank you for taking the time to talk with me. I look forward to meeting with you at [agreed upon location] on the [date] at [time].”*

If the prospect says he/she doesn't have time right now or needs to think it over, say, *“That's fine. I'll get back to you in a couple of days to see what time would be better for you. Thank you for your time Mr./Mrs./Ms. \_\_\_\_\_.”*

IF NO: *“If you have just a couple of minutes, I'll give you the highlights of the letter. Will that be okay?”*

IF NO: *“If you would take a few minutes later to read the letter, I'll get back to you in a couple of days. Thank you for your time.”*

IF YES: *“Great. [Name of Shop] is a [description of shop] that has been serving the [market area] community for the past \_\_\_\_ years. The letter I sent you includes a brochure that will give you some background on us, the services we provide, our warranty, and our commitments to our customers.*

*We have a program to offer you that you can use as a free benefit for your organization's associates. We are establishing a*

Customer+Plus Program that will enable your associates to receive special prices and services each month on Preventive maintenance and repair services.

[OPTIONAL: For example, we will top off all vehicle fluids such as oil and washer fluid at no cost every time a Customer+Plus from your company comes in for service.]

Our Customer+Plus Program is free to you and your associates. Here's how the program works:

- You sponsor us by providing a letter that explains the Customer+Plus Program to your associates in their pay envelope, in a memo or email, in your company's newsletter and/or on company bulletin boards. I enclosed a sample with the letter I sent you.
- Your associates bring the letter to us, register their vehicles and the other members of their family that they want in the Customer+Plus Program. We then issue them a Customer+Plus card for each registered member of their family. I also enclosed a sample of the card in the letter I sent you.
- Once a month, they will receive a flyer offering special discounts and services available only to members in our Customer+Plus Program.
- All that your associates or their family members have to do is show their Customer+Plus card and they will receive that month's special discounts and/or services.

Mr./Mrs./Ms. \_\_\_\_\_, do you have any initial questions that I can answer for you? ANSWER ANY QUESTIONS, THEN: I would like to invite you to visit our service center for a tour of our facilities, to meet our staff, and to discuss our program in more depth. Or, if you prefer, I will be happy to meet with you at your office. Which would you prefer?"

If the prospect says "yes" to either alternative, set a specific appointment date and time. Then close with:

"Mr./Mrs./Ms. \_\_\_\_\_, thank you for taking the time to talk with me. I look forward to meeting with you at [agreed upon location] on the [date] at [time]."

If the prospect says he/she doesn't have time right now or needs read the letter and brochure first, say, "That's fine. I'll get back to you in a couple of days to see what time would be better for you. Thank you for your time Mr./Mrs./Ms. \_\_\_\_\_."

5. For those who either call you or you call them for an appointment to come into your shop, be sure to have the shop picked up, clean, your staff ready to be introduced, and you are ready to explain the program and provide references.

If a prospective business wants you to come to their office, be sure to dress neat and clean — and wear a suit if at all possible. You will be going into their environment and you need to fit into their "comfort zone."

Remember one critical thing — **prospective businesses will only set an appointment to come to your shop or have you come to their office if they are interested in the program.** Be grateful and enthusiastic if you need to go to their office.

6. Once a prospective business decides to participate in the program, agree on a launch date and make sure they have everything they need. Also make sure you have everything you need to sign up employees and begin offering Customer+Plus Specials.

### Business Improvement Assignment

**Develop and implement the Customer+Plus program for your shop. Begin with a program for individuals before launching a Business Customer+Plus program.**

**Be sure to plan out your program and have all needed materials ready before launching. Also, practice all telephone scripts with members of your staff.**

**Commit to launching your Customer+Plus program within 30 days of today!**

**If you put it off, you won't do it. Commit now!**

## Review Quiz

Answers to quiz at the bottom of this page.

### Volume 5, Segment 1

#### Circle Your Answers

1. The Customer+Plus Program is a tool for giving special recognition to your customers through monthly specials or services only for those who have a Customer+Plus card.  
A) True  
B) False
2. The Customer+Plus program is designed to:  
A) Keep customers coming back to your shop.  
B) Add new customers.  
C) Use monthly specials to increase traffic.  
D) All of the above.
3. A Customer+Plus Specials flyer is mailed once every quarter to each registered participant.  
A) True  
B) False
4. In the Business Customer+Plus program, a letter and a copy of your company brochure are sent to the Human Resource Manager of each business within a:  
A) 1 mile radius of your shop.  
B) 3 – 5 mile radius of your shop.  
C) 5 – 10 mile radius of your shop.
5. If a prospective business wants you to come to their office, you should dress neat and clean — and wear a suit if at all possible.  
A) True  
B) False

#### **Don't miss out on 25 TSP bonus points! Here is how to add 25 TSP bonus points to your account!**

- Complete the above quiz by circling your answers.
- Completely fill out the information below: (Please print. Information must be legible to receive credit)

Account Name: \_\_\_\_\_ Date: \_\_\_\_\_

TSP Account #: \_\_\_\_\_ Phone Number: \_\_\_\_\_

- Fax this page to the following number 1-800-550-2654.
- Keep for your records.