

## Valet Oil & Lube Program

The Valet Oil & Lube Program is designed to:

- Enable a business' employees to get an oil change and lube job while they're at work.
- Add another benefit to stimulate a business joining your Customer+Plus Program.
- Charge a premium price for your oil and lube service.

### How the Program Works

1. On a predetermined day, a person on your staff greets people in the front lobby of a client company to sign up the company's employees who want to have an oil and lube job while they are at work. Your staff member:
  - Records each participating employee's name, home address, work telephone number, year/make/model/color of vehicle, license plate number, when vehicle is needed back at the company, and where to drop off keys when vehicle is returned.
  - Has the employee sign a waiver allowing your staff person to drive their vehicle to your shop and back.
  - Has the employee sign authorization to perform the work and pays for the work.
  - Has the employee give your staff member the vehicle's keys.
2. Your staff person begins valeting cars to your shop based upon the times when vehicles are needed back at the customers' business.
3. Assigned technician performs oil and lube service plus at least a safety inspection to determine if additional work is needed. If additional work is needed, the Service Advisor calls the employee to gain authorization to

perform additional work or to set an appointment for the employee to bring in the vehicle for the additional work.

4. When the work is completed on a vehicle, your staff person returns that vehicle to its parking place and returns the keys to the employee. (If the vehicle cannot be returned to the space it was originally in, your staff person gives the location when returning the keys.)
5. After all vehicles have been serviced, your staff person returns to the shop.

**NOTE:** Make sure your insurance covers transferring vehicles under these service conditions.

**Total Care**  
**Automotive Service Center**  
*"Where customers are heard, not herded."*

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2600 West Main Street / Hillside, NE70242 / (806) 621-5000

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## VALET OIL & LUBE SERVICE

### ONLY \$49.95

**Don't have time to drop off your vehicle at a shop?**  
**Don't have time to wait?**  
**Don't have a way to get to work?**

<p><b>Our Valet Oil &amp; Lube Service offers you:</b></p> <ul style="list-style-type: none"><li>• Convenience—we'll pick up your vehicle at your work, perform the work according to your schedule, and deliver your vehicle back to your work.</li><li>• Quality oil and lube service performed by trained technicians.</li></ul>	<p><b>Our Valet Oil &amp; Lube Service includes:</b></p> <ul style="list-style-type: none"><li>• Oil Change</li><li>• Oil Filter</li><li>• Chassis Lubrication</li><li>• Top Off Fluids</li><li>• safety inspection</li></ul>
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Total Care Automotive Service Center and your organization's management have entered an agreement that allows us to offer you oil changes and lube service while you work.

On the days specified below, a Total Care representative will be located in the main lobby of your building. Our representative will explain all elements of the program in detail. You simply sign up, pay for the service, give our representative your keys, and designate where to return your vehicle and your keys. We take of the rest...while you take care of business.

**MARCH VALET OIL & LUBE SERVICE DATES:**

Wednesday, March 7: 7:30 AM – 8:30 AM  
Friday, March 16: 7:30 AM – 8:30 AM  
Wednesday, March 21: 7:30 AM – 8:30 AM  
Friday, March 30: 7:30 AM – 8:30 AM

Please bring the mileage on your vehicle with you when you come into the lobby to sign up.

We service almost all domestic and import cars, vans and light trucks.

## Total Care Automotive Service Center Valet Oil & Lube Service Authorization Form

Customer Name: _____	Phone #: _____	Date: _____
Address: _____		
City: _____	State: _____	Zip Code: _____
Work Phone: _____	Ext.: _____	FAX: _____
Email: _____		
Vehicle: Year: _____	Make: _____	Model: _____
Mileage: _____	License Plate: State: _____	Number: _____
Location to return keys: _____		
Current location of vehicle: _____		
Location to return vehicle: _____		
Best way and times to contact: _____		
<input type="checkbox"/> I hereby authorize Total Care Automotive Service Center to drive my vehicle to the Total Care Automotive Service Center's place of business for the purpose of performing an oil change and lube service. I also authorize Total Care Automotive Service Center to return my vehicle to my place of business.		
The vehicle service to be performed includes: <input type="checkbox"/> Oil change <input type="checkbox"/> Oil filter <input type="checkbox"/> Chassis lubrication <input type="checkbox"/> Top off fluids <input type="checkbox"/> safety inspection		
<input type="checkbox"/> If any problems are found during the safety inspection, I authorize Total Care Automotive Service Center to contact me to inform me of any problems found.		
_____		
Customer Signature		

### Merchandising Techniques for Service Centers

It's important to recognize the growing role good merchandising has come to play in the automotive service industry today. Merchandising will become an even more significant profitability factor in the future.

Merchandising is more than hanging a few signs. It involves high quality planning, traffic flow, interior and exterior appearance and décor, display fixtures, interior and exterior signage, promotional signage and logo identification.

The merchandising by today's well-known franchise businesses has created a level of customer expectations — expectations any competitive business cannot ignore.

Your customers expect to find a comfortable, clean and well-organized facility when they come to your shop.

Your customers see national automotive chains that have spent thousands of merchandising dollars to create a positive image. To effectively compete, you need to update your image and facility.

#### Counter and Waiting Area

The counter and waiting areas (often the same area in a facility) are what customers see most and should be the cleanest area of your shop.

The counter area is the focal point for customers and should definitely be kept neat, clean and easily accessible. The counter should have a minimum number of items on it — telephone, appointment and scheduling pad, computer terminal, and a point-of-purchase display of any current ad or promotion.

Because the counter is a focal point, any ceiling hanging signs should be hung next to the counter. A service menu should either be displayed behind the counter or on the wall next to the counter that is nearest the waiting area. The service menu should reinforce your current advertising message.

It is important to remember that some of your customers will wait while their vehicle is serviced. Make sure the customer waiting area is clean and fresh every morning — spot-checking its appearance several times during the day. Make sure there are enough comfortable chairs to accommodate the traffic; magazines available for reading (men’s, women’s, children and generic); and cups, napkins, and other supplies if complimentary coffee will be available. Overall, your waiting area should be comfortable for males, females, and children.

**Enhanced Image**

Your retail area reflects your business image. A polished, contemporary, organized appearance conveys a positive message to your customers.

**Easier Merchandising Selection**

Effective signage and displays supplement and complement your efforts. Good signage influences buying decisions by providing customers with needed information.

**Cleanup**

To maximize sales and profitability, your shop must make a solid first impression. A minor investment in refurbishing and cleaning up your facility can pay big dividends. Studies show that even basic things like a fresh coat of paint and cleanup work will increase business 5% - 10% over the short term. Point-of-Purchase Advertising Institute consumer studies have shown that the average consumer will purchase 15% - 20% more in a store that he/she perceives as well-merchandised and comfortable to be in.

**Fixture Placement**

The proper placement of fixtures is extremely important. The primary goals of proper fixture placement are:

- Properly display products
- Create a comfortable environment
- Direct the customer traffic flow

You want fixture placement to consistently expose the customer to the products you will place on the fixtures. Customers should walk by as many well-placed fixtures as possible (without cluttering the area).

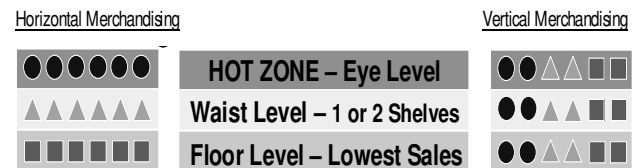
**Category Merchandising**

A basic principle of merchandising is to arrange products by product category. Placement of products should create a natural flow from one related product to another. Many add-on sales are created when a customer makes an unplanned purchase of a product related to a product the customer planned to buy.

**Vertical Merchandising**

Vertical merchandising places a product from top to bottom over a narrower width. It places more product at the highest buying level – at eye level (referred to as the “Hot Zone”). When combined with category merchandising, vertical merchandising will provide you with the maximum opportunity to sell “off the shelf” products.

In the illustration below, horizontal merchandising only gives one product the highest visibility, while vertical merchandising gives all three products high visibility.



**Maintaining Facility Appearance**

A clean, well-merchandised and well-managed facility does not just happen by itself. You must assign daily responsibilities to specific employees, then follow-up to ensure that these assignments are being carried out. A wall chart listing employee names and responsibilities is an easy way to help make sure the daily routines are accomplished.

Some of the daily tasks are:

- Sweeping the floor.
- Cleaning windows and fixtures.
- Dusting.
- Mowing grass or removing snow and ice drives and walkways.
- Picking up litter inside and outside the facility — especially areas visible to customers.
- Keeping rest rooms clean all day.
- Keeping the customer waiting area clean all day.

### Signage

One person should be responsible for your shop's signage. This person should:

- Make sure needed point-of-purchase signs are ordered, produced and properly placed.
- Make certain all signs and display materials are in good condition and that the messages are timely and correct.
- Put up and remove signs immediately before and after and promotional or sales events.

### At-the Pump Inspection Program for Service Centers with Fuel Pumps

The fundamental strategy to incorporate into your thinking is, ***“Every customer comes into our station for at least two purchases. Whatever the primary purchase may be, we need to find out what the additional purchase will be.”***

The customer may announce them or you will need to stimulate them. There are two basic ways to stimulate additional purchases:

#### 1. Passive Purchase Stimulators

Passive purchase stimulators are your station's point-of-purchase promotional tools used to sell products and services. These include:

- Signs
- Displays
- Pump toppers
- Flyers / handouts
- Special offer posters
- Banners

Study the traffic pattern at your facility for each of your profit center services. Make sure some form of passive purchase stimulator for other profit centers is located along the traffic patterns. For example, a self-service gasoline customer should be exposed to two or three other profit center services/products while going to and from the cashier.

#### 2. Active Purchase Stimulators

Active purchase stimulators are things you say to customers, informing and/or suggesting additional purchases. No customer should leave your station without hearing about another profit center service/product. Active purchase stimulators are not “hard sells.” They are as simple as, *“We’re having a special this week on service/product. Would you like to take advantage of it while you’re here?”* or *“While your car is in for name service today, would you like us to fill it up with gasoline for you?”*

The Customer Communication Forms and the safety inspection are active purchase stimulator tools. Through explaining your inspection, diagnostic and service process, you are preconditioning the customer for a potential cross-sale.

One way to use both passive and active purchase stimulators to increase full service gasoline and service work is to implement the ***At-The-Pump Inspection Program***. The purpose of the *At-The-Pump Inspection Program* is to increase preventive maintenance and repair service business with customers who currently only buy fuel.

**How the Program Works**

1. On specified days, a drive attendant (usually a part time retired person) greets each fuel customer, pumps the customer’s fuel and offers to perform a free PM safety inspection while the fuel is being pumped.

*“Good morning / afternoon.” Welcome to [Name of Service Center]. We want to provide you with a free safety inspection while your vehicle is being fueled. I’ll check some things on the outside your vehicle and some things under your hood. It doesn’t cost you anything, but it can prevent an unnecessary problem if something needs attention either immediately or in the near future. It’s our way of thanking you for doing business with us. It will only take a couple of minutes, so is it okay if I perform our free safety inspection on your vehicle?”*

2. While the fuel is being pumped, attendant performs the following inspections on the vehicle:

- Headlights
- Tail lights
- Turn signals
- Belts / hoses
- Wiper blades
- Shocks / struts (bounce test)
- Tires
- Tire pressure
- Filters / PVC
- Fluids (oil, brake, transmission, battery, radiator, overflow bottle, windshield wiper)

3. Attendant informs the customer of the findings and offers a savings coupon on needed work (parts only).

*“During my inspection, I noticed your spark plug wires are dried and cracked. If moisture gets into the cracks, it can cause your spark plugs to misfire. I also noticed that your radiator hose has a bubble in it. It could blow at any time. If you have a minute, I’ll show these to you.”*

[After showing customer]. *“Here’s a coupon for a \_\_\_% saving on the plug wires and hose if you have the repairs made within the next 30 days...”*

<p><i>Total Care Automotive Service Center</i>  <b>SAFETY ASSISTANCE SERVICE COUPON</b></p>
Our safety inspection of your vehicle on ___/___/___ revealed a problem with your: _____
<p><b>15% SAVINGS</b></p> <p><small>on parts when you have the service, repair or replacement on the above items performed within the next 30 days.</small></p>

<p>[Name of Service Center]  <b>SAFETY ASSISTANCE SERVICE COUPON</b></p>
Our safety inspection of your vehicle on ___/___/___ revealed a problem with your: _____
<p><b>XX% SAVINGS</b></p> <p><small>on parts when you have the service, repair or replacement on the above items performed within the next 30 days.</small></p>

*Can use standard business card stock*

4. Attendant asks customer if they would like to set an appointment to have the needed work performed.

*“...Would you like to make an appointment while you here to have those problems taken care of?”*

IF “YES”: Set appointment.

IF “NO”: *“That’s fine. Remember, you will receive a \_\_\_% savings on the parts you need if you have the work performed within the next 30 days.”*

5. Attendant fills out an inspection sticker, dates and signs it, and places it in the tire well under the hood. This will identify what problems to pay close attention to on the next inspection. The sticker is updated with each inspection.

SAFETY INSPECTION			
Date: / /	By:		
	Pass	Fail	COMMENTS
Headlights			
Tail Lights			
Turn signals			
Belts			
Hoses			
Wiper Blades			
Tires			
Tire Pressure			
Filters / PVC			
Shocks / Struts			
Fluids			
Oil			
Brake			
Power Steering			
Transmission			
Battery			
Radiator			
Overflow Bottle			
Windshield Wiper			

The benefits of a free PMI inspection at full service pumps are:

- You can increase full service gasoline prices.
- You can increase full service gasoline buying customers.
- Shows customers you care about their safety.
- Does not hinder or delay the customer.
- Increases basic PM service work.
- Increases station profits.

**Passive Preventive Maintenance Inspection Purchase Stimulators**

- Pump toppers on self-service and full service pumps promoting the free PMI inspection with each full service fill-up.
- Small flyer advertising PMI inspection — given to each customer by the cashier (gasoline or services).
- A poster or sign promoting the PMI inspection.

**Active Preventive Maintenance Inspection Purchase Stimulators**

- Cashier encourages self-service gasoline customers to use full service by recommending a free PMI inspection once a month.
- Attendant encourages service work or product replacement when problems are found during the PMI inspection.

**Facility Audit**

All the promotions in the world will net you very little if you do not have a facility that people want to come to. One research study revealed that customers prefer going to independent service centers over dealerships. They rate service centers higher in virtually every category except facility cleanliness and appearance. A pleasing atmosphere is one of the four primary criteria customers give for choosing a service center.

The first impression customers get of your shop is what they see when they first drive in. The visual impression customers have of a shop can literally determine their perception about the shop's quality and capability, and the management's and staff's character, honesty, and integrity.

***The physical condition and appearance of your facility may not seem like a big issue to you, but it is either helping bring customers in or driving customers away.***

Whether preparing to take a picture of your facility for your company brochure, having businesses visit your facility, or encouraging new customers to come to your shop, you need to make sure your physical facility is in top-notch condition and appearance — both inside and out.

**Under no circumstances should your facility ever be in poorer condition than any of your competitors.**

You need to take a thorough audit of your facility at least every quarter.

**Facility Audit Sheet**

<b>EXTERIOR</b>		Good / Marginal / Bad		
<u>Item</u>	<u>Condition</u>	<u>Needed Improvement</u>	<u>When</u>	
• Building paint	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• Parking lot paint (curbing)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• Parking lot surface	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• Lawn (cut / trimmed)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• Property free of weeds	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• Shrubs / flowers / trees	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• Signs – condition / placement	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• Windows – clear / clean	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• Lighting	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• Clutter – old cars, parts, etc.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• Gas pump area	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• Trash cans / wiper fluid / towels	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• Product displays	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• Tow truck	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• _____	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• _____	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• _____	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• _____	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• _____	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____

<b>INTERIOR</b>		Good / Marginal / Bad		
<u>Item</u>	<u>Condition</u>	<u>Needed Improvement</u>	<u>When</u>	
• Walls	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• Floors	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• Waiting room	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• Bathroom	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• Wall / window hangings	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• Merchandise / displays	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• Shop tools / equipment	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• Parts inventory condition	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• Removed parts / cores	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• Lifts / pits	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• Staff's personal appearance	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• _____	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• _____	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• _____	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
• _____	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____

**Business Improvement Assignment**

1. Develop and implement the Valet Oil & Lube program for your shop.

Build a list of businesses that you can service easily at the beginning. Only set up the program with 2 or 3 companies initially so you can work out any kinks before you broaden the range of companies you will

serve. Test the process with no more than 2 or 3 people the first day or two.

Be sure to check with your insurance company to make sure you are adequately covered for providing this service.

2. Conduct a facility audit to ensure the investment you make in marketing is supported by the professional appearance of your shop.

## Review Quiz

Answers to quiz at the bottom of this page.

### Volume 5, Segment 2

#### Circle Your Answers

- The Valet Oil & Lube Program is a way to offer discounted oil changes.  
A) True  
B) False
- The Valet Oil & Lube Program should include:  
A) A free safety inspection.  
B) An offer to join your Customer+Plus Program.  
C) Your staff person hand delivers the keys back to the customer.  
D) All of the above.  
E) None of the above.
- The counter and waiting areas are what customers see most and should be the cleanest area of your shop.  
A) True  
B) False
- Studies show that even basic things like a fresh coat of paint and cleanup work will increase business over the short term by:  
A) 1% - 5%.  
B) 5% - 10%.  
C) 10% - 20%.
- Active purchase stimulators are things you say to customers, informing and/or suggesting additional purchases.  
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.