

Management Prep Kit

Topics

- RepairPal Overview to Your Advisors/BDC
- Estimator Walkthrough
- Widget Estimator
- Questions Your Team May Ask You
- Recalls
- Upcoming Training

REPAIRPAL OVERVIEW TO YOUR ADVISORS/BDC

- **3rd Party Validation**

“We are now partnered with RepairPal. We are certified with them meaning we have passed their standards for fair pricing and high quality. This company is providing us with an estimator tool that can prove we are a fair priced dealership through independent, 3rd party validation. We are listed on their website as a fair priced dealership, and we are compared to high quality RepairPal certified independent shops.”

- **Check Out The Website**

“Here is the website for RepairPal, check it out and run an estimate yourself. You will see we are listed at the top of the recommended repair facilities and also you will see the estimated range of cost for a specific repair. We have agreed to be in line with this range as a business. Aside from running over 2300 estimates, consumers are able to see if they have an open recall, use the directory to find a trusted repair facility and even learn more about their symptoms or repairs thanks to the content provided here.

<https://repairpal.com/>”

- **Sell More In Lane**

“We are going to use this certification to validate our pricing and value to everyday customers. This will help to overcome the number one reason customers stop servicing here, negative price perception, before they go elsewhere. This will establish trust early on, giving you the ability to sell more jobs, the first time.”

- **Retention**

“Establishing trust through validation of fair prices combined with exceptional customer service will encourage strong retention for future repair business, as well as bring in referrals from their friends and family. This certification will ultimately keep more service customers coming back, buying more repairs and eventually their next cars from your dealership. The service experience is more important than ever for retention!”

ESTIMATOR WALKTHROUGH

- **When To Utilize The Estimator**
 - You're waiting for a VIN.
 - Customers may not have VIN handy, so just run the estimate based off of the year/make/model on Repairpal.com.
- **You need to talk w/parts**
 - Parts required are listed on the estimate, so you can show the customer this information right away. Since we get the information from MOTOR, this will include any parts the manufacturer says is required for that repair.
- **You need to talk with the technician about vehicle recommendations**
 - If the notes from the technician are not good, you can pull an estimate and show the customer fair pricing, why the water pump may need replacing, and get the appointment set on that first phone call to run a diagnostic.
 - *For customers in house:* If the technician is unavailable to discuss added service recommendations, then you can pull up the repair notes on the estimator to learn about common add-ons required with certain repairs as well as common symptoms or reasons for failure.
 - *For customers on the phone who left and declined services:* If you cannot get your answer from the technician notes on the previous repair, or if the customer is questioning them, you can pull up the estimator and look at the repair notes for the recommended service quoted. Explain that your technicians are factory trained to diagnose and repair this specific vehicle. Validate the technician notes with the repair notes from the estimator, and secure the appointment for repair if possible. Send the estimate directly to the customer, from RepairPal to back up what is being said. Use fair priced verbiage if struggling to secure the appointment.
- **When a customer wants to shop around**
 - If a customer wants to shop around after you have given them their estimate, let them know you are backed by RepairPal 3rd party validation and that RepairPal has already done the shopping around for them. Show the customer RepairPal.com and how you compare to independent shops in the area!
- **When a customer says you're too expensive or has a sticker shock/adverse reaction to the price**
 - Let your customers know that you are certified as a fair priced dealership in your area by a 3rd party partner, RepairPal. Tell your customer that you are charging a fair rate and that you can show them the independent price range on RepairPal.com. This can help the customer see they are getting high quality work for a fair price.

WIDGET ESTIMATOR (ON YOUR WEBSITE)

- **There are many icons available for the widget you can choose from**
 - It is formattable to be placed on the website without interfering with other current widgets.
- **We recommend placing it on your main and all service pages**
 - This will get the most exposure to current customers and boost SEO through back-linking on multiple pages.
 - ***Some dealerships are not able to place the widget on their main page due to regulations so they choose to place it on the service landing pages only.***

- **The widget also encourages in house usage by making accessibility easiest**
 - Advisors are trained to utilize this for quick, easy estimates and to validate any declined repair pricing. This is a first step response to a decline and a well proven closing tool!
 - Tell your Advisors/BDC members to use this widget on your very own website when running estimates for customers.

- **This widget estimate is quick, easy, and shareable**
 - When the estimate is shared with a customer it will have a QR code linking back to your dealership's schedule service page on your website
 - This is powerful because you as the Advisor or BDC member can offer this estimate to customers who are "thinking about things". This is great for overcoming declined services and giving a customer something to hold on to and schedule on their own time.

QUESTIONS YOUR TEAM MAY ASK YOU

Why is it a range?

- RepairPal is establishing an industry fair price.
 - This is difficult to narrow down to an exact dollar amount as we recognize the industry has many factors involved with service and repair pricing. We find that a range is most accurate and provides the most flexibility for customers to find both high-quality and fair prices repair facilities.
- We educate the customer that prices can vary, and the ranges do not account for taxes, diagnostics and other fees. The repair notes will often support any additional add on repairs that may be needed as well as explain the range is before diagnostic and shop supplies.
- All the Certified Shops in our area on RepairPal.com show the same range. This can help your advisors with overcoming price objections and lack of trust with dealership pricing.

Where does this pricing come from?

- RepairPal pulls this pricing directly from Motor- Labor times and required parts from the OEM.
 - Parts pricing is based on the OEM and high quality aftermarket parts.
 - Pricing takes into consideration the average of local labor rates.
 - Price is specific to the area.

What about taxes, diagnostics, and any fees we charge?

- Taxes, diagnostic, shop supplies, and any recommended repairs i.e. adding an alignment to a suspension job, is not included in this estimate.

Can I share these estimates with my customers?

- Yes, click the share icon (arrow pointing up)
 - Click 'Print results'
 - Share Via Link
 - Share Via Email
 - Explain how you can pull estimate into a link to text to customer
 - Explain how you can share via email

RECALLS

- Show your team the Recalls Page on our website.
 - <https://repairpal.com/recalls>
- This page is great for Advisors and BDC to run a license plate instead of a VIN to check for any open recalls.
 - This data is pulled directly from NHTSA and cross referenced with Experian to see if the recall has been completed yet or not.
 - You will be able to see recalls for any make.

UPCOMING TRAINING

- Give your team a heads up on training to come.
 - RepairPal's Client Success Manager will be putting the Advisors and the BDC members through training that is crucial to the success of this tool.
 - Training should take 15-20 minutes, and it will empower your service team to be confident in your pricing, close more RO's, and book more appointments based off of transparency and trust!
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- Training is crucial for success, inform your team of their upcoming training.
 - Training is typically scheduled during onboarding.
 - Separate training for SA + BDC (can be same day or different) is recommended.
 - Typically virtual training is done, and is best done in groups to ensure coverage in the drive.
 - 15-20 minutes per group, and the training is completed by your designated Client Success Manager.
 - Training is designed to educate your team about pricing misconceptions and where you stand up against the competition, from a 3rd party perspective.
 - The intent is to empower your service team with confidence in your service pricing to sell more work, convert more calls to appointments and improve retention (especially post-warranty) through building trust and transparency in everyday interactions.