



## **Instructions For A Doing A Successful Care-Enough-To-Share (Referral) Program**

By survey we know that the best new customers come from your own customers referring their friends to your shop. This is because a degree of trust has already been established. All shops have their customers referring their friends to the shop to some degree. What we want to do is take it out of just a chance happy occurrence to a program that will actively get your customers to help you increase your customer base.

Even if you only got 2 new customers a month by a referral program it would easily pay for itself as the cost is slight. What it takes is you or your Service Writer/Manager selling the customer on the idea of referring a friend.

This program can be implemented immediately, even if all you have is a business card. The thing to do is start now. Here is the program. Sign off each step as it is implemented:

1. Start giving all your customers 2 business cards clipped to the completed Work Order/Receipt. Write the customer's name on the back of the cards. Ask the customer to hand these out to a friend(s).  

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2. **THIS IS PERHAPS ONE OF THE MOST IMPORTANT STEPS IN MAKING THE REFERRAL PROGRAM WORK.** When a new customer comes in with the business card or referral card (see below) and gets a service done, IMMEDIATELY send your referring customer a nice Thank You card. This is the acknowledgment and validation that will make the program really work. You can let the customer know that you have placed that card in a file and next time the customer comes in he will receive the special offer.  

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3. Establish a small business card file with alphabetical separators to put the business cards/referral cards into when a newly referred customer comes into the shop. These usually cost about **\$5.00** at a local office supply. **Always ask a new customer how they heard of the shop.** If they say one of your customers sent them in, and they didn't bring a card, or you didn't give that customer a card, STILL send your customer a Thank You card, write their name on a small piece of paper and put it in your referral card file.  

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4. Offer the customer some spiff for referring a customer or a number of customers. These can be things such as:
  - \* Coupon to a local Car Wash
  - \* Free or discount **LOF**
  - \* Tickets to a local movie house
  - \* Coupons to a local restaurant/pizza place etc.

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**Those are the basic steps. To refine it further you can:**

5. Ask at least 20 of your good customers what they might like as an incentive for referring customers to your shop. Give them a few choices. Find what the majority would like to receive.  
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6. Make up referral cards specifically for this program. Samples are attached. **Work with your consultant on** getting a proof and final from the printer. They should end up looking very professional.  
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7. Obtain coupons from local restaurants and a car wash or make up a shop coupon with an offer for this program as determined in the step above.  
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8. Hand out two to three cards to every customer. Use the script attached on how to tell the customer about the referral program.  
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*Care Enough to Share Card*

Welcome to

**A.B.C. AUTOMOTIVE**

**211-234-5678**

*This Card entitles the new customer to*

**\$15.00 off their first visit!**

Not valid with any other offer

\_\_\_\_\_  
Current Customer Name

\_\_\_\_\_  
Date

Print the following on a 3" x 5" card and attach to all invoices with two or three of the above cards.

**Care Enough to Share Program:**

**Most of our new customers come to us through referrals from our existing happy clients. We greatly appreciate the sincere compliments of your referral. To show our gratitude we've started a bonus program.**

**Here's how it works: Send a friend, family member or associate to us as a new customer. When your friend comes in we will send you a Thank You card. And on your next visit to the shop you will receive your choice of a \$25 Gift Certificate to A.B.C. Automotive for your next service or \$20.00 Gift Certificate to Totaro's Restaurant in Conshohocken. Just fill out the referral coupon and give it to "our new customer". Extra cards are available at the Service Desk!**

**OTHER IDEAS FOR BUSINESS REFERRAL CARDS:**

	REFERED BY: .....
<b>A.B.C. AUTO REPAIR</b>	
<b>SAM SMITH</b>	
<b>1234 S. MAIN ST</b>	
<b>SANTA MONICA, CA</b>	
<b>203-903-0021</b>	

**OR, ON THE BACK OF YOUR  
BUSINESS CARD:**

<b>CUSTOMER REFERED BY:</b>  .....
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