



Reprinted by Permission, NADA's AutoExec magazine, October, 2008

"10 Tips Fixed Ops Service and Smarts"

by Scott Sowers

1 Start a loyalty program. There's a reason every grocery store, airline, and retail chain has loyalty programs - they work. "We give a membership to anybody who buys a new or used car from us, and we maintain a 55 percent retention rate," says dealer Allan Larsen, Larsen Motor Co., McMinnville, Oreg. The program attributes points to dollars spent. The accumulated points can be used on anything, including cash discounts on new-car sales.