

EXCEPTIONAL CUSTOMER EXPERIENCE

Top Four Ways to Build Rapport

1 KNOW THE CUSTOMER

- Introduce yourself
- Learn and use the customer's name
- Thank the customer for their business
- Invite them to see the rest of the department
- Make yourself memorable by being enthusiastic
- Compliment their vehicle choice
- Explain that the dealership team is standing behind their purchase
- Tell customers to look/ask for you – You will take care of them!

2 MAKE THEM FEEL SPECIAL

- Get customers to talk about themselves
- Listen and reflect back
- Adjust to their personality
- Be sincerely interested
- Build ties – Share your story, look/listen for common interests (e.g., weather, local sports, kids, etc.)
- Make them feel at home by covering these items:
 - Hours of operation
 - Services offered
 - Location of restrooms, lounge, cashier
 - Type of parts available – accessories and performance parts
- Highlight Mopar quality and warranty

3 BUILD TRUST AND VALUE

- Empathize with customers who may find vehicle repairs stressful
- Always reports inspection results, even when no work is needed
- Document existing damage to prevent later disputes
- Suggest related parts when appropriate
- Show concern for customer's time (e.g., give status updates)
- Help customers prioritize needed repairs

4 STAY IN TOUCH

- Conduct a follow-up call
- Send a thank-you email or letter
- Send a birthday or special occasion card, if appropriate
- Provide coupons for service specials