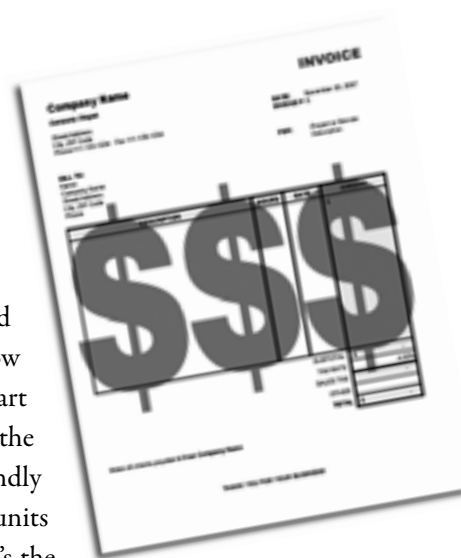


# Keep your Performance Business *revved up* this winter

*Winter is fast approaching*, and the extra business that you enjoyed last spring and summer by supplying performance converters to the 'go fast crowd' will soon be a thing of the past – if it isn't already. Here's the good news: You don't have to wait until next spring to start seeing some of that business come back.

*Take this opportunity* to do a little analysis of the racing and performance business that you did last season. You're likely to be surprised how much you really did and what markets are gaining or losing popularity. As part of your detective work, go through your invoice register and make a list of all the racing units you sold and who you sold them to. Send every customer a friendly letter, email or give them a call asking them how their season went, how the units worked, and if they have any photos of their cars for your shop walls. Here's the payoff: Offer them a "Refresh Special" on the unit they bought from you – or even offer to refresh any units they have.



*It can be profitable – and easy – work.* Set a flat fee for cutting, cleaning, re-welding, re-balancing and leak testing – and charge extra for any parts used. Don't be shy about charging for your services. Most racers know they put their converters through extreme torture tests during the summer season, and they would love to get their converters completely cleaned, inspected, and a new set of bearings installed. It keeps their cars consistent and reliable, plus it protects their investment! But they won't think about bringing it to you; you need to be proactive and go to them. You can even offer "pre season" specials on new converters for vehicles that guys might be in the process of building. In any event, you are most likely providing them with valuable tech assistance, and they will be very appreciative. Better yet, they may tell their buddies, and before you know it, you will have some extra work to keep you going through the off season. To a very large extent, the performance transmission aftermarket runs on referrals. The more you can keep your name in front of your existing customers and offer them a valued service, the more NEW customers you will attract. And don't forget that all of the guys who go racing typically tow their cars to the track with – you guessed it – their diesel pickup trucks. You think that those towing and support vehicles might be in need of some custom converter work also?

*So, be proactive!* Get in touch with your performance customers. You just might find that a little analysis of your past business will keep you going through the winter. It might be cold outside, but you can keep your sales revved up. Then before you know it, guys will be heading to a hot track near you to go fast and break more parts!