

## **Why *Business* Best Practices Are Important for Your Company**

by  
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### **Short Description of the Presentation:**

This program is designed to make the listener fully aware of the need for “best practices” within the *business* side of their company. Best practices involve equipment, experience and education. All three must come together to form what is known as best practices.

### **Definition of Best Practices**

### **A Day in the Life of a Best Practices Company**

- Marketing, branding and advertising
- Answering the phone
- Scheduling/dispatching
- Removing fear and anxiety
- Parking – Where?
- Appearance of techs
- Pricing
  - a) How pricing is set
  - b) How is it presented
- Stocking the vehicle
- Payment and collections processes
- Customer retention program
- Service/Maintenance Agreements
- Preparing for tomorrow
- Tracking