



## Tips on Selling headlight restoration to your customers

**REMEMBER:** Doing only 2 headlight restorations per day at only \$60.00 per set equals \$31,200 per year in additional revenue, per location with only 20 minutes of labor per day. Doing 3 restorations per day equals \$46,800 per year in additional revenue, per location. Each restoration & each kit produces an ROI of over 900%. Increasing revenue with Ice-9 is easy.

### The top two key points to keep in mind are:

- Include headlights in your multi-point inspection for every vehicle you service.
- Consistently offer/recommend headlight restoration to all customers who need the service.

### No need for a hard sell.

If you do these two things consistently, it just becomes a numbers game. Foggy headlights are often an overlooked safety issue just like bald tires or low brake fluid. Bring it to their attention. Most people do not want to spend money on replacing their headlights. A great icebreaker might be something like, “Mr. Jones, I noticed that your headlights are foggy/hazy. Are you having trouble seeing at night?” This is an easy way to bring up the subject without being pushy. Then simply tell them that you offer professional headlight restoration which will improve their light output, increase safety and improve the overall appearance of the vehicle and that you can take care of it while they are here today. Many customers will be eager to proceed with the service without the need for additional persuasion.

### When to offer the service?

**Quick Lube Shops** - In a quick lube scenario you have a limited time to offer the service. Generally, after they pull in the bay and you have greeted the customer and they tell you what they want and are happy with the price, as the tech begins the oil change you may approach the customer and simply ask if they are having trouble seeing at night and go from there.

**Auto Repair Shops** - In this situation we have found that the best time to offer headlight restoration is after the customer has had time to process the cost of the original service they came in for. Sometimes this can happen during their initial visit when they drop the car off but sometimes it's best to wait until when you call them to tell them their car is ready for pick up. The timing of this approach makes the customer much more receptive to the idea. When the vehicle 1st arrives, avoid mentioning the condition of their headlights as the customer is still processing the expenses of the immediate service they need. Instead, when you call them to let them know their vehicle is ready for pick up simply ask if they are having trouble seeing at night. Mention that you noticed that their headlights are foggy and the safety issue associated with foggy headlights. Tell them that you offer professional headlight restoration and can take care of it while their car is there. You are simply bringing a safety issue to their attention just like you would a bald tire or low brake fluid. Text or email them a photo of their foggy headlights.

**Don't Over promise** - Regardless of what method is used to restore lights, the final results can differ based on numerous factors. Avoid promising that the lights will look “brand new” or “perfect” after the service. It is always true that the lights will look much better and have improved light output but overpromising and under delivering can lead to customer dissatisfaction and disappointment.

**Keep them coming back** - No headlight restoration will last forever. An Ice-9 headlight restoration is designed to last for 1 year, creating an opportunity for customers to return annually for maintenance. When setting your pricing, consider that the process takes 10 minutes or less so there is no need to charge an hour of labor. Offering the service at a competitive price makes the service more accessible and attractive to customers. With high profit margins, even a lower price point for the service can yield significant returns. We have found that an ideal price for an Ice-9 restoration is \$60.00. Even at that low price, the Ice-9 system produces an ROI of over 930%. The Ice-9 System has simplified and accelerated the headlight restoration process so that you can offer the service quickly and profitably to everyone who needs it.

**Create a Demo headlight for your countertop** - Select some used headlights to restore partially and display in all of your drive through oil change bays and your waiting room and check-out counter, providing customers with a clear example of the potential results of a headlight restoration. Take before and after pictures of every set you restore. Before & after photos are a great way to start a conversation about headlight restoration.

In a quick lube scenario, it is a great idea to have a demo headlight displayed at every drive-in oil change bay. In an auto repair shop have a demo light displayed in the check in area and waiting room. Here is a demo light used by a shop to showcase how a restoration can enhance light output and improve the vehicle's safety and aesthetics. You can purchase used headlights at a junk yard.

