



**"Reach out to previous customers who have the vehicles that match these products."**

- Dan Rodriguez  
Owner, Kar Tunes (Sterling, VA.)

### REAL SUCCESS BY KAR TUNES

Kar Tunes is a two man operation with Dan Rodriguez as owner, fabricator, and installer. Mike Ennis also wears many hats including installation, fabrication, sales, and buyer. They have a single store front that is more installation area than demo room. However, their demo/waiting area is tastefully set up with several displays including an [XD09-GM](#) and [XD09-U](#) on two different displays. During an interview, Dan Rodriguez stated that there is simply no big secret to selling the XD09. Using a standing display in front and in the center of the showroom will do its job. Kar Tunes is developing a sales culture within the company and changed the store's strategy to sell the XD09 by showing the 9" to the truck owners who walk in to their stores. One advice for dealers to sell the XD09 is to reach out to previous customers who have the vehicles that match the 9", by using social media and word of mouth.

### 8 TIPS ON HOW TO HANDLE NEGATIVE SOCIAL MEDIA CUSTOMERS

**You can't get ahead by ignoring what's being said about you online.**



Would you walk away from a customer who walked into your shop with a complaint? Often, customers who receive great customer service after an issue can become the best advocates. Here are some tips to handle negative feedback:

1. **Act quickly.** Ignoring the comment for days or weeks will only send the message to the customer your shop doesn't care.
2. **Apologize.** And be sincere. Simply telling the customer you're sorry about the situation is a great start toward a solution.
3. **Do not take things personal by getting defensive.** This may add fuel to the fire that the customer is experiencing.
4. **Always maintain a helpful, patient and reasonable approach.** Losing your cool will only worsen the situation.
5. **Offer a solution.** Show the customer that you are willing to make things right. Of course, there will be times when the customer's requests are unreasonable, but it is important to make that attempt to right where they feel wronged.
6. **Offer to take the conversation offline.** It can make all the difference to a customer that you are taking the time to right their problem privately.
7. **Don't delete the negative comment or review.** Deleting it will send a negative message to your customer. Often, a customer will take a screenshot of what they post so deleting will backfire on you. Of course, it is perfectly justifiable to delete explicit lyrics, hate speech or spam.
8. **Rally your supporters.** Encourage your loyal customers to continue (or begin) posting their positive experiences with your shop so that any potential

**Note:** Negative feedback happens to the best of companies. It's not something that should be a decided deal breaker with getting social. The good news is that comments populate downward so negative topics can be shifted from quick view rapidly as long as you stick to positive and constructive posting practices as shown in the last issue.

### TRUCK SALES (CALENDAR YEAR YTD)

#1	#2	#3
 F-Series	 Silverado	 RAM
 497,174	 331,977	 283,256

There are many reasons as to why we are targeting the truck customer with the X009. Here is one of the biggest reasons: sales figures don't lie. According to Autodata as of September 3rd 2014, the top selling truck from January – August was the Ford F-150 followed by the Chevy Silverado and Dodge Ram respectively. These figures represent some great opportunities for reaching out to truck owners.

1. Ford F-150: 497,174
2. Chevy Silverado: 331,997
3. Ram 1500-3500 Pickup: 283,256