

Start Striping!

by Brian Burdette

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Using the new Acustrip Test Strips helps you diagnose and sell the cooling flush service.

A picture is worth a thousand words. How many times have we heard that old one? When it comes to selling your customers a service, using a picture can be the most effective tool available.

Most customers are standing in front of you, not because they want to have a service done, but they need to have something fixed. From their point of view, they are being forced to put their trust in you. That's fine. You're an honest person. You're not really interested in selling them services that they don't need. Of course, they have only known you for a minute and a half and they don't know that.



The solution to overcoming their hesitance is to show them a "picture". Canadian Tire now has a tool available that will not only check the cooling system, but will show the consumer exactly what (if anything) needs to be done on the cooling system and why. The tool is called Acustrip Test Strips. Acustrips are used to determine the freeze point/ boiling point of coolant and it also will tell you how acidic your coolant is.

Why is this important? The freeze point/ boil point is obvious, especially in extreme weather. The acidity of the system is determined by using the Acustrips to measure the Reserve Alkalinity in Conventional Fluid and the pH in DexCool®. Coolant that fails its respective test means that the coolant is attacking the metals that it comes in contact with. This could lead to cooling system failure, which according to the US Department of Highways is second only to running out of gas as the leading cause of roadside breakdown.

The strips are easy to use. After ensuring that the system is cool enough to open, simply dip the strip in the coolant for 2 seconds, wait a few seconds and compare it to the colour chart on the side of the bottle. Matching the colour of the pads on the strip with the correct colour on the side of the bottle will determine whether or not the coolant has an acceptable freeze point/ boil point and if the coolant has the correct pH or reserve alkalinity.

The strips perform a service beyond testing whether or not the service needs to be done - it sells the service for you. By simply showing the strip to the consumer and comparing it to the provided chart, you are providing that "picture" that shows the consumer that they definitely do or do not need the service. If a cooling system flush is required, using the strips eliminates any doubt in the

consumer's mind that they are being oversold on the service. Conversely, if they do not need the service, showing them that you have checked the system and all is well tells the consumer that you and your team are thorough and you aren't overselling services. Either way, you win. Does it work? Just ask Rui Martins. Martins is the Service Manager for the most productive Canadian Tire Store in the Chain. "Most Technicians are still second guessing the engineers. If the coolant looks good, it must be good. One advantage of the strips is that it sells the techs that the service needs to be done. We are stapling the strip to the work order". Martins' tip seems to be working and the results are phenomenal. In a recent test of the strips in his Halifax store, over one half of the vehicles tested failed the test. Of these failed vehicles, 47% of the consumers bought the service when they were shown the strips. The impact on sales is incredible.

Using the Acustrips is a quick, cost effective way of determining whether a cooling service is required and selling the service to the consumer.

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