



BUSINESSSENSE

LinkedIn for vehicle repairers

By Tim Kelly

One of the major concerns I have had raised by repairers over the past year is the huge loss of volume and incoming work. “The workshop is empty” ... “Only one vehicle is booked in” ... “What are we going to do?”

I then ask about their marketing campaign and the typical response is “marketing, what marketing?”

I find it mind boggling that a business, any business, could wait until they have no work before doing any marketing whatsoever. You simply cannot rest on your laurels – especially at a time like this – and you cannot rely on contracts – it is up to you as a business owner to focus on marketing to drive your business forward.

A great place to start

LinkedIn is a whole world of possible customers and contacts – it’s networking at its finest.

If you do not know how to use it, you should learn. I have provided training to vehicle repairers in a number of areas for many years and while I’d never considered a LinkedIn-only offering, demand has now called for it (*see box below right*).

How does it help?

Being recognised, talked about and, even better, “recommended” can lead to conversation and opportunities. They might not need your services right now, but they might know someone who does – and, if you’re active enough, call on you when they do require your help.

You want to be the first name on the tip of a person’s tongue when they are making recommendations. People love to be helpful – something that is very apparent on the LinkedIn platform – and they like it even more when they know someone who can help the person in need.

It provides a psychological affirmation of being useful and important. The person asking the question

subconsciously attaches the same feelings and will also relate to the person helping as being “useful” and someone they should stay in contact with, too.

Hitting the target

That is LinkedIn in a nutshell. A contact will often help or provide advice for free – they then become that “useful person” and you remember them. I have done that thousands of times now and I have a very large network of people who are either a potential customer or they know someone who is.

I target specific people, specific companies, I post lots of relevant or interesting content, or content that may create debate. Off the back of that, you’re noticed and opportunities grow from there.

In my LinkedIn workshop we will go through all of this. We will identify the best ways of building your LinkedIn professional network and delve into the many advantages the platform has such as using the LinkedIn search bar to identify businesses and contacts in your area.

Get connecting, get linking with people who need your services.

Scan this QR code to watch Tim Kelly’s LinkedIn workshop.

