Your Recruiting Secret

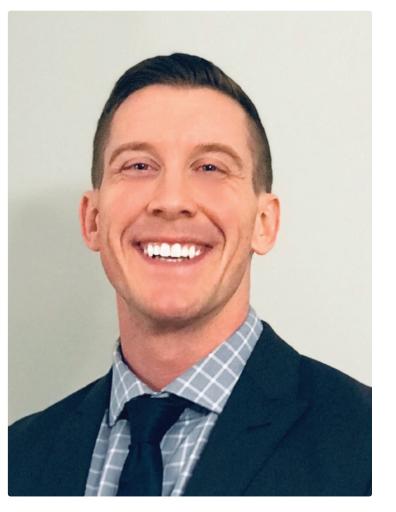**ANTHONY ALLEN** on why tools and technology can help lure in talent.

ONE TOPIC THAT we've talked to shop owners about is how a lot of these efficiency tools and technology in shops, on top of being more advanced and progressive, actually helps significantly in recruiting these higher-level technicians because they understand the gains that they get from these tools.

I think the industry's starting to become more open minded to these younger kids that are getting into the industry. I think when we look back to 2019, 2018, there was so much negative feedback about these kids that were green and how much work goes in and you have to hold their hand.

But, as the years have gone on and through Covid, shop owners are more open minded to realize, "I need to offer guidance. I need to have that helping hand. I need to steward these kids through their career." It is a great industry and it's an educational problem in the country, quite frankly, where you go to school and they say, "be a lawyer, be a doctor." They don't tell you about the immense earning potential that exists in the trades.

When you embrace technologies, especially for some of these younger kids, it's attractive. It's more than just wrenching all day. There's other factors. You can use that technology to your advantage. These younger folks understand that, and they can help. The lube tech, for example, can be a massive implementer of the digital inspection. He's new. He's in the industry. He's out there doing oil changes all day long. But he should be the one taking the most photos, because those photos are going to be what generates the most revenue for said shop. Those younger technicians realize that even though they may not be doing the larger jobs at first, they're making a large impact and generating a huge ROI just by doing certain inspections.

So, what's our messaging to a shop owner who says, "I'd love to do this, but can you find people to work for me? We don't have time to implement all of this; it's not going to work." We start with the overview that it's a full suite per se. Starting at the infancy of a customer, our retention products are designed to put customers back into the shop. Now, when they're there, that's when the DVI product kicks in there in the shop. That's about trust, transparency, and raising the average repair order. And then from there, it's really about streamlining them, paying as a customer at a shop, I'm sure a lot of us do it. We drop our car off and we've got to go back to work, so giving them a way to pay for their repair without them being in the shop, after they approve the work to be done is that next fold of that product suite.

And then what we want to do at the very end is just make sure that the shop owners are number one, getting that Google presence from those repairs, but also being able to rectify any mistakes or any issues that may have happened. So, the last part of that cycle is acquiring those Google reviews. But also giving the shops, again, that level of transparency that they need to have with their customers. And then the cycle starts all over again.

*← **Anthony Allen** has over 20 years of enterprise sales experience, joining Bolt On as a Director in 2020. Providing shop owners with an alternative way to manage their car counts, prioritize their data, and ultimately reduce burn out in the shop is his highest priority.*

BOLT ON
TECHNOLOGY

Streamline Efficiency

Bolt On equips shops with award-winning software tools aimed at improving marketing, workflow, customer communications, and business growth.

Personalized messaging is crucial for targeting the right customers. Analyzing customer data prioritizes high-value customers. Digital vehicle inspections help identify deferred work items.

Shop owners can benefit from focusing on retaining existing customers through cost-efficient strategies like car count management and targeted marketing.

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*Bolt On Technology team will contribute exclusive content to Auto Service Leader each month at **bolton.autoserviceleader.com**.*