One Big Media Company

🔧 GOHIGHLEVEL SNAPSHOT · AUTO REPAIR & DETAILING

Auto Agency Sales Kit

Pitch, outreach, pricing and onboarding to land and keep clients in this niche.

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THE OPPORTUNITY

Selling to auto

Your buyer: An independent repair shop or detailing business that sells oil changes and maintenance, diagnostics, brakes and repairs, plus detailing packages and ceramic coatings. Bays sit empty on slow days while a stack of declined estimates and customers overdue for service never get a follow-up call.

Why they buy:

- Phones ring while techs are under a car, and callers go to the next shop
- Declined work sits in the system and nobody follows up on it
- Customers drift to quick-lube chains because no one reminded them they were due
- Slow days leave bays empty while past customers have no reason to come back
- The shop does honest work but has fewer Google reviews than the dealer down the road

Suggested resale pricing

Setup fee	Monthly
$500-$1,500	$297-$797

Charge the higher end when you also handle the declined-work import and monthly service-due tagging for the shop. Shops respond well to seeing recovered declined work as a monthly report.

Open with the declined work follow-up: it uses data the shop already has, so the owner sees approved work quickly. Retain the shop with monthly service-due reminders and seasonal check campaigns that keep bays full year-round.

CLOSE

Pitch script

Hey [Name], quick question: how many estimates did your service writers send last month that the customer said 'not today' to? For most shops, that's a big stack of work nobody ever follows up on. We set up a system that texts those customers a couple of weeks later, offers a free re-check and gives them the option to split the work into smaller visits. It also texts back every missed call in seconds, reminds customers when they're due by time or mileage, and asks happy customers for Google reviews after pickup. You don't need to learn new software. We import your customer list, set everything up and write the messages in your shop's voice. Would it be worth 15 minutes this week to see what your declined work list could turn into?

Cold email

Subject: Your declined estimates

Hi [Name],

Most shops have a stack of declined estimates nobody follows up on. We help repair shops and detailers follow up on that work automatically, text back every missed call and remind customers when service is due by time or mileage.

It runs on GoHighLevel, we set it up and import your list, and every message sounds like your shop.

Open to a 15-minute call to see if it fits?

[Your name]
[Agency]

Cold SMS

Hi [Name], [Your name] with [Agency]. We help shops follow up on declined repair estimates and overdue maintenance automatically. Open to a quick call this week?

Social DM

Hey [Name], your shop's reviews show you do honest work. Quick one: we help shops turn declined estimates and overdue customers into booked bays with simple automation. Worth a chat?

DELIVER

Offers & onboarding

Offer ideas for the client

- Free re-check on any previously declined repair
- Seasonal vehicle check included with any oil change
- Maintenance club: discounted oil changes and rotations with a prepaid plan
- Detail plus ceramic coating bundle with a 6-month maintenance detail included
- Family and friends referral credit on the next service

Client onboarding checklist

- Collect: logo, brand colors, business hours, service area, Google review link
- Get access: domain/DNS, Google Business Profile manager, Facebook/Instagram admin
- Phone: buy or port a number, register A2P 10DLC, set up call forwarding
- Import the customer list (CSV) and tag it for the reactivation campaign
- Fill in the 20 custom values and publish the workflows
- Run a live test: submit the form, miss a call, book an appointment
- Book a 30-day results review with the client

KPIs to report monthly

- **Speed to lead**: Aim to respond to new service requests within 5 minutes during shop hours
- **Declined work recovered**: Track the dollar value of declined work approved after Workflow 21 and grow it monthly
- **Estimate approval rate**: Track monthly and aim to improve it each quarter
- **Service-due rebook rate**: Aim to rebook a growing share of customers reminded by Workflow 19
- **Google reviews**: Aim for new reviews every week
- **No-show recovery**: Rebook most no-shows within a week

General guidance only. This is not legal, tax, medical or financial advice. Results depend on your offer, market and execution.