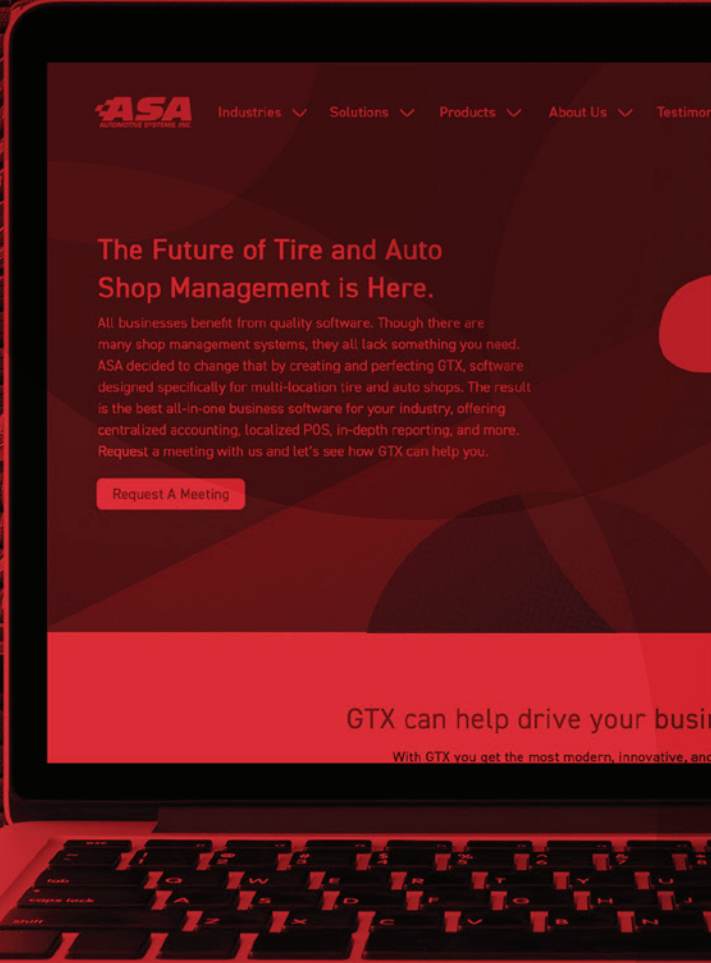


7 TIPS FOR CHOOSING SHOP SOFTWARE FOR YOUR TIRE & AUTOMOTIVE SERVICE BUSINESS



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Whether you're a retailer, wholesaler, commercial dealer or retreader, your shop management software should help you optimize business performance, boost revenue and increase sales. But choosing the right one can be confusing. How can you tell the good from the bad, the must-haves from the bells and whistles?

First things first. Work with a shop management software provider that has deep experience and expertise in the tire and auto services industry. Look for someone who frequently expands their offerings, partner integrations and updates their products based on user feedback. And get references in your area to verify their commitment to customer service, training, maintenance and support. The right shop management software can improve the efficiency and profitability of your business. Choose wisely.

What to consider:



All-in-one vs. all over the place

Look for point-of-sale, accounting and inventory software that keeps all your data in one place. It'll save hours on reconciling the books.



Online and offline

Make sure your software meets all your real and virtual world needs, including barcode scanning and eCommerce integration. It should be fully customizable to work for you but beware those with an initial low cost that require customizations to achieve the functionality of more robust solutions. That affects the cost of future upgrades.



Multi-location controls & centralized management

If you have more than one location or plan to, look for software that gives you a single view of all your stores and allows you manage them all from one location.



With quoting & estimating tools, you get flexibility to offer lower prices while maintaining profitability.

Continued on next page 

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National account integration

A seamless interface with major national accounts like Goodyear, Firestone and Bridgestone reduces paperwork, rejected claims and turns national accounts into profit centers.

GOODYEAR **Firestone** **BRIDGESTONE**

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Strong shop floor management & business analysis

Look for a system that helps you schedule appointments, manage bays and track the progress of orders, as well as tools to easily pull reports on inventory turns, margins, sales ratios and more.

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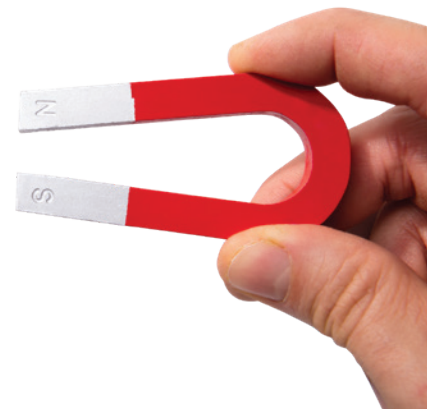
Enhanced customer experience

Choose software that instantly accesses details from your customer files. With one click, it should convert your quotes to work orders, track declined services for later remarketing, and offer prompts to help your sales reps and service writers upsell services and maximize revenue.

Customer attraction and retention

Look for features that help you attract new customers, keep the ones you have and generate more income from both. Options include mobile vehicle inspections, texting and emailing, branded customer loyalty programs, eCommerce solutions and co-marketing integrations to major partners.

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