

# Surviving & Selling Under COVID-19 with Fixed Ops: Service, Parts, and “Showroom-Less” Sales

More and more states are deeming your showroom “non-essential retail” and may close it, and if/when that happens to you, you may choose to keep your service departments open as (so far) vehicle repairs are deemed essential.

Regardless, THIS IS DIFFERENT from every other economic issue you have previously faced: Because, with your showroom COMPLETELY CLOSED, **then you will now depend on Fixed Ops in a way you haven’t ever done—but you can STILL sell cars**, as well. Details below.

First, for sales you can likely still do online retail and home delivery under the order (please see my other one-pager about those two, “Selling Under COVID-19”). Which needs to be done now by EVERYONE. Second, you can ALSO still sell vehicles through the service drive as you have before, and you can also DELIVER there for buyers (if you don’t do home delivery instead).

The single most important difference in all this that will make it as successful as possible is ADVERTISING correctly with PROCESSES AT THE STORE that match what is needed

## Your Dealership Action List for [Fixed Ops Growth and Showroom-Less Sales during COVID-19](#)

**1) See my other one-pager: “Selling Under COVID-19: Online Sales for The Rest of Us”.** It covers how to prep and do online retail sales now, have home delivery, and work with restrictions. And with tools that YOU ALREADY HAVE. Even if your showroom closes for now, you’ll need this to for when you re-open AND to help set up for the “Showroom-Less” sales here below. Important!

**2) Advertise Repairs & the Importance of Upkeep during this period.** Don’t cut ALL advertising, but instead re-allocate it to Fixed Ops. MAKE MONEY WHERE AND HOW AND WHEN YOU CAN. It’s time the “red-headed stepchild” of Fixed Ops grew up into its real place at your dealership.

**3) Advertise Your Efforts for First Responders/Medical Folks.** These folks need repairs and new vehicles to get to work to help us all—spend some focus on them in service and sales and put that all over social media. Help them, and let the community know, and help yourself.

**4) SHOWROOM-LESS SALES: Make Deals ONLINE and Use the Service Lane for DELIVERY.** Do home delivery or deliver in your service lane. JUST DON’T GIVE UP. Read my other one-pager that I mentioned above, and step up into fixed ops and Showroom-Less Sales as far as the business restrictions allow.

**5) For God’s Sake, SELL FROM SERVICE.** Weren’t you doing this before? If so, do better—if not, wake UP and get this done while you can still sell vehicles. TODAY. It’s at least someone presenting an offer to the right customers in the lane.



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