

2018 EDITORIAL CALENDAR

DEALER Supplement to AutoSuccess Babcox SERVICE PARTS, TOOLS, EQUIPMENT & TIRES

MARCH

Maximizing Service Opportunities

- Gender differences in service
 - Online methods to build your client base
 - Pulsation and Judder:

Ask the right questions to improve your sales and diagnostics

- Fuel pump diagnostics

Editorial Deadline: February 22
Ad Closing: February 16
Ad Materials Due: February 23

JUNE

Service Working with Sales

- Build loyalty through service
- Improving testing and diagnostics
- Testing active wheel speed sensors
 - Smart battery chargers

Editorial Deadline: May 16
Ad Closing: May 16
Ad Materials Due: May 23

SEPTEMBER

Bringing Customers Back to Service

- Explaining processes and selling service needs
- Ways of effectively communicating to customers
 - Alternator testing
- Building brake lathe labor sales

Editorial Deadline: August 17
Ad Closing: August 17
Ad Materials Due: August 24

DECEMBER

Training Your Way to Success

- Preparing for future demands
- Effective training for happier, more effective technicians
 - MAF sensor diagnostics
- Ball joint replacement opportunities

Editorial Deadline: November 16
Ad Closing: November 16
Ad Materials Due: November 21

