MIKE'S BEEMER SHOP · SOUTH MIAMI, FL

$26k+ in 30 days from customers the shop already had.

Mike's Beemer Shop is an independent BMW specialist in South Miami. Over 30 days, Sydon brought 21 customers back into the shop, and their repair orders added up to $26k+, all from customers already in the shop's system. We did it by calling customers the shop wanted back in, without adding more work to the front counter.

$26k+

in repair-order revenue

over 30 days

21

customers back in the shop

each one a paid repair order

$1,246

average repair order

across all 21 customers

THE PROBLEM

The work was already there.

Mike's stays busy. The front counter spends the day helping the customers in front of them and keeping the cars already in the bays moving.

What gets pushed aside is the personalized outbound follow-up call to:

- The customer who declined brakes in the spring
- The customer overdue for maintenance
- The regular who hasn't been back in a year

The opportunity was already sitting in the shop's system. The team simply didn't have the time to consistently pick up the phone and go after it.

WHAT WE DID

01

Found the work

We went through the shop's customer history and picked who to call: declined repairs, overdue maintenance, and customers due for a check-in.

02

Called each customer

We called customers individually on behalf of the shop, with context on their vehicle, service history, and previous visit, following up until we reached them.

03

Booked the appointment

When we reached a customer, we handled the conversation, followed up when needed, and got interested customers onto the shop's schedule.

THE RESULTS

What came back

It wasn't just oil changes. The work that came back included brake jobs, oil and coolant leaks, rear shocks, and ABS sensors, along with plenty of maintenance customers had been putting off. For several of them, it was their first visit in over a year.

The calls paid off beyond the schedule, too. The shop came away knowing its customers better, and customers came away feeling looked after.

These weren't cold calls. They were conversations with people who already knew the shop.

WHAT MIKE SAYS ABOUT WORKING WITH SYDON

“For a shop that does about 150 cars a month, $26K and 21 customers in the last 30 days was amazing. But the real win was the relationship. My customers felt like somebody was checking on them. Like the shop actually cared about their car, not just the invoice. That stuck with people. They felt appreciated.”

“What really surprised me was how much they learned about our customers on those calls. Who moved away, who was happy with the last visit, who'd send a friend our way. That's stuff I never had time to find out.”

Mike, Mike's Beemer Shop

WHAT THE SHOP DIDN'T HAVE TO DO

- × Run ads
- × Pull lists and track follow-ups manually
- × Chase customers who didn't pick up
- × Take time away from the front counter