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Grow Your Business



Establishing a Profitable Repair Department

A profitable repair department will increase sales and repeat customers for your music store.





Who is John LeVan?

Business Owner: LeVan's Guitar Services & The Guitar Services Workshop in Nashville, TN

Luthier (*recovering luthier*): Specializing in Vintage Guitar Restoration

Published Author: 5 books with Mel Bay Publishers on *Guitar Care, Setup & Repair*

Technical Writer: Acoustic & Electric Guitar Survival Guides & Instructional Videos for D'Addario

Columnist: "Guitar Shop 101" in Premier Guitar Magazine

Instructor: Guitar Care, Setup & Repair Seminars & Workshops

Happily Married ~ Father of 5 Children



There are 5 primary fundamentals to establishing a great service department. These fundamentals will help establish better customer relations, improve sales and a profitable service department.

1. **Customer Service:** establishing relationships, providing honest advice and having the heart of a teacher.
2. **Allocating space:** providing a secure location and an uninterrupted work space.
3. **Inventory:** parts, materials, supplies & tools.
4. **Staffing:** having well trained, qualified repair technicians authorized to resolve warranty claims.
5. **Pay scale:** Labor rates, hourly (vs) commission, employee (vs) contract labor.

Great customer service will improve customer relations, sales and profits!



Customer Service

Great customer service begins with having the heart of a teacher.

- *Qualify your customer ~ listen to their needs*
- *Educate your customers ~ teach them the importance of proper instrument care & maintenance*

Great customer services requires building relationships and trust!



Allocating Space



Dedicated Repair Workshop: Have a secure, functional workshop where your techs can work efficiently and effectively.



Inventory

Replacement Parts

- Screws
- Bridges
- Pickups
- Batteries
- Pickguards
- Tuning Keys
- Strap Buttons
- Nuts & Saddles
- Pots, Switches & Jacks

Materials & Supplies

- Glues
- Fret wire
- Sandpaper
- Solder & Wire
- Masking Tape
- Polishing Cloths
- Electronics Cleaner
- Polishes & Conditioners

Tools

- Drill
- Files
- Saws
- Chisels
- Hex Keys
- Wrenches
- Belt Sander
- Screwdrivers
- Fretting tools
- Soldering tools



Staffing

Characteristics of an excellent repair technician:

- *Honesty*
- *Heart of a teacher*
- *Attention to detail*
- *Well-stocked tool kit*
- *A passion for problem-solving*
- *Trainable ~ willing to learn & develop new skills*
- *Well-trained in fretwork, setups, wiring and warranty issues*



Pay scale

Labor rates: Establish your hourly shop rate (per job/per hour) to charge your customers.

Decide which classification is best for the tech & your store.

- Hourly pay
- Commission
- Employee
- Contract labor



Training Opportunities ~ The Guitar Services Workshop

Guitar Tech/Repair Workshops

- Setting up electric, acoustic & bass guitars.
- Carving string nuts & saddles.
- Refrets, level & re-crowning.
- Neck resets ~ bolt-on necks.
- Wiring & installing pickups (acoustic & electric guitars).
- Replacing hardware.
- Setting up a pedal board.
- Enhanced customer service skills.

"Training the next generation of guitar techs & luthiers"



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Training Opportunities ~ The Guitar Services Workshop

Advanced Repair Workshops

- Advanced refrets.
- Structural repairs (broken headstocks, braces, body cracks, etc.).
- Neck resets (dove-tail).
- Bridge & bridge plate replacement.
- How to replace a pickguard on acoustic guitars.
- Finish touchup.
- Advanced customer service skills.

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Thank you for attending, any questions?

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