



# THE IMPACT OF WORKWEAR ON YOUR AUTOMOTIVE BUSINESS

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The clothes you wear at work have a huge impact on how much enjoyment you get out of the job.



## DRESS FOR THE JOB YOU HAVE

There's an old saying that relates to workwear:

"Dress for the job you want, not the job you have."

But you're unlikely to see an apprentice mechanic finishing an oil change in a collared shirt and slacks because they've dressed to impress.

Truth is, the clothes you wear at work have a huge impact on how much enjoyment you get out of the job. We guarantee that if any mechanic was actually told to do oil changes in their finest shirts and trousers, it would make them irritable, and they'd hate coming into work.

Why is that?

Well, your average white collar shirt isn't fit for purpose if you spend your entire day in a garage. Just imagine how many times a day your mechanics would have to roll up their sleeves, how much the material would stick to them as they sweat and how much they'd miss the pocket space if they had to wear regular shirts and trousers.

And that level of irritation doesn't even include the massive cleaning costs that come with getting oil and grease out of a shirt.

Workwear needs to be so much more than just the clothing you have on while doing your job. Clothing needs to be fit for purpose, no matter what department your wider team is a part of.

This guide aims to highlight the true importance of workwear for your staff. They are your greatest asset, and ensuring staff are well-cared for will lead to greater results for your business.

## GIVE YOUR TEAM A BOOST

We meant it when we said your team is your greatest asset. Nobody knows the business better than they do. And when they feel appreciated, staff always go that extra mile.

This is how more sales are made. It's how your company lands repeat business. It's how you ensure competitors don't get the upper hand.

The more you care about your staff, the more they will care about the success of the business.

## The more you care, the more they care.

With that in mind, has your team ever come to you with a problem because of their work outfit? It can be anyone from any department. Maybe the mechanics were having a problem cleaning their uniform, or perhaps the sales team aren't overly fond of wearing suits in the summer.

How did you handle the situation? Finding the right solution or compromise isn't always straightforward. But if you can source work clothing that your team wants to wear as opposed to clothing they have to wear, it goes a long way in showing you appreciate their value to the company and the concerns they have.

So how exactly does workwear boost morale for each department?



Your sales team has to look presentable, but they also need to be comfortable. Branded polo shirts are a great way of keeping your team in uniform without forcing them to wear suits and ties.

Mechanics work in very hot environments and they're always moving about. It doesn't take long for the sweat to start dripping. Any motor technician will tell you that lightweight, breathable fabric with sweat-wicking fabrics are a god-send in the garage.

Much like the sales team, your customer relations staff also need to be presentable but without the need for formalwear. Polo shirts are again a great choice, as are branded jackets if your staff are based in reception areas where it can get a little chilly.

Doing that little bit extra is always a good idea — especially if that's something you want to see your staff doing. So do the same with uniforms. Have your team members' names stitched into the clothing, something that makes them feel like a permanent part of the business and not just another pair of hands.

Take responsibility for the cleaning. Not only will this save your employees from the hassle, you can ensure each garment is washed to the right requirements to extend the uniform's life span.

When you're putting together uniforms, your first thought should always be, "How will this impact my staff?" If you're ever in any doubt, just ask the team. There's no one better than the people who will be wearing the garments to tell you exactly what it is they need from their uniforms.



## BUILD YOUR BRAND

Take a look around the site of your business. We're sure your brand name, logo and colours appear more than just the once. Now take a quick look at the clothes you wear to work. Is there anything that sets them apart? Something that lets customers know who you and your team work for?

If not, then you aren't taking advantage of a key way to build your brand.

The more you can get your name and logo out there, the better. It's why companies spend a fortune on TV and magazine adverts. The more you see a logo, name or slogan, the more it sticks in your mind. That's exactly what you want for your business.



When the working day is done, your staff don't change straight into their sweatpants or PJs. They're still wearing their uniform on the bus ride home, when they pop into the supermarket to get something for tea and when they're on the school run.

There are plenty of opportunities where your company can be seen by hundreds of people every day. And all without having to buy a single second of airtime or a double-page spread in Autotrader.

But more than free advertising, quality branded workwear makes people feel like they're part of a team. There's a sense of pride that comes with knowing you're not just an individual, but an integral part of something much bigger. Everyone wearing your branded gear is working towards the same goal, and so it's clear they can rely on each other for help and support.

A branded uniform also provides more assistance to customers. The second they see someone wearing a shirt with your logo on it, they'll know they can approach that person if they have any questions or requests. In turn, that could lead to more sales.

Your brand is a lot more than just a logo and colour scheme, but that logo and colour represents the pride and dedication of your staff. If you want them to know they matter and that they're a key part of the business, a branded uniform will cement that mind set.

## ADAPT TO THE MARKET

Have you noticed a drop in sales recently? Maybe you're seeing less and less of the younger markets in particular? You'll be glad to know it's not the skills of your sales team that's caused a drop. The answer is actually something very different.

It's your sales team's clothes.

The suit and tie, highly polished shoes and freshly pressed trousers/skirts are putting the younger generation off. It makes them think of high-powered bosses, people who use jargon and won't let them leave the site until a deal is made.

In short, an authoritarian look is intimidating — especially to someone young and with very limited experience of the motor trade.

A few bad apples have tarnished the industry. It's no surprise that when the younger demographics do go to a car showroom or mechanic's garage, their parents are usually in tow.

**A revamp is needed. Not only do polo shirts look more trendier, it softens the perceptions a young buyer has towards the sales person. Trust is the key part to any sale. Customers have to trust everything your team is telling them, and a more approachable look certainly helps.**

## ABOUT US

Leighmans are a leading UK supplier of promotional business gifts and quality branded workwear. We increase brand visibility as a service, providing you with everything you need to keep your business front of mind.



We specialise in the automotive and legal sectors, supplying companies with high quality clothing and merchandising designed to boost sales, productivity and morale. Products can be delivered to your workplace in as little as five days.

Established in 2001, our range of clients includes Volkswagen and Mercedes-Benz. Call 0800 169 0898 for more information, or email [sales@leighmans.com](mailto:sales@leighmans.com).

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