

Three ways to stop trading profit for convenience

Automation may be preventing you from addressing your customers' needs

In today's digital world, there are not many shops doing things the "old-fashioned way." There are many Point of Sale (POS) systems specific to the automotive industry. Automation saves time and helps us become more efficient, but the downside is you may be sacrificing maximum profit and the needs of your customers. Some things we used to do the old-fashioned way should stay that way. Here are the top three:

1. Review customer history

Many service advisors are not thoroughly reviewing a customer's history. Some may be looking at what services were already performed, but many are not looking for what we haven't done yet.

If your service advisor is not thoroughly reviewing the history for what services have and have not been performed, you are not alone. Somewhere along the line in this modern world, we forgot that it's the service advisor's job to make recommendations based on time and mileage. It is the technician's job to make recommendations based on condition.

2. Read between mileage intervals

Another common mistake is when the advisors and techs only make maintenance recommendations at the mileage intervals of 30, 60, 90, etc. If a customer has a service performed off the traditional mileage interval, other services can slip through the cracks. Don't miss out on services that are due at different intervals, like cabin air filters, for example.

3. Use a checklist

To ensure that your service advisor covers all bases, use a checklist that we refer

MY RECOMMENDATIONS ARE NOT ABOUT SELLING UNNECESSARY SERVICES. THEY'RE ABOUT PROPERLY EDUCATING AND ADVISING YOUR CUSTOMERS ABOUT THEIR VEHICLES AND THE BEST WAY TO MAINTAIN THEM.

to as the "Nowhere to Hide Form." It lists the most common wearable items by time and mileage. Add the mileage and time interval that your shop recommends those items be serviced. Then, when reviewing the history, your advisor can add the date of the last service of each item, the mileage that service was performed, and mark whether that service is due now based on time and/or mileage. The form then goes out to the techs as a companion to their courtesy inspection where they will verify condition.

Need a checklist? Use ours!

To get a copy of ATI's customizable service advisor checklist and watch the video that walks you through how to use it, go to www.ationlinetraining.com/2019-05.

Are your service advisors thorough?

Let us be the judge! Get our checklist and we will perform an RO review of any five repair orders you email to ATI Coach Kim Hickey at roreview@autotraining.net. We will then contact you for a confidential review of our findings. **ZZ**

PLAN FOR SUCCESSION & RETIREMENT

WE OFFER LIFE-CHANGING 1-DAY AUTO REPAIR SHOP OWNER WORKSHOPS ACROSS THE US AND CANADA!

- ✓ In 2018, ATI members surpassed the \$1 Billion milestone for return on their ATI investment
- ✓ The average workshop attendee picks up 3-8% profit
- ✓ We've helped more than 25,000 shops over 35-plus years
- ✓ Rated the #1 management consulting firm in the industry by Frost & Sullivan

visit www.ATIworkshops.com or call (410) 691-8122 to register for a workshop near you.

Hurry — spots are limited!

Automotive Training Institute



CHRIS "CHUBBY"

FREDERICK is the CEO and founder of the Automotive Training Institute. ATI's 130 full-time associates train and coach more than 1,500 shop owners every week to drive profits and dreams home to their families. Our full-time coaches have helped our members earn over 1 BILLION DOLLARS in a return on their coaching investment since ATI was founded. This month's article was written with the help of former shop owner and ATI member, Head Coach Kim Hickey.

chubby@autotraining.net