

ShopTalk

June 2017
ATI
 Automotive
 Training Institute

www.autotraining.net

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Upcoming Classes

JULY

- 10, 11 Service Advisor Course Part 2 - ATI's 7 Step Process
- 13, 14 California Service Advisor Course Part 1 - The Role of the Service Advisor
- 12, 13, 14 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 24, 25 Service Advisor Part 1 - The Role of the Service Advisor
- 26, 27, 28 Shop Owners Course Part 2 - Advanced Management and Leadership
- 26, 27, 28 Collision Owners Course Part 2 - Advanced Management and Leadership
- 31 Collision Repair Estimating and Sales Course Part 2

AUGUST

- 1 Collision Repair Estimating and Sales Course Part 2
- 2, 3, 4 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 2, 3, 4 Collision Owners Course Part 1 - Keys to a Successful Collision Repair Business
- 7, 8 Service Advisor Course Part 2 - ATI's 7 Step Process
- 7, 8, 9 Shop Owners Course Part 5 - Succession Planning
- 7, 8, 9 Collision Owners Course Part 5 - Succession Planning
- 10, 11 Shop Owner Course Part 4 - Staffing and Hiring
- 10, 11 Collision Owners Course Part 4 - Staffing and Hiring
- 16, 17, 18 Shop Owners Course Part 2 - Advanced Management and Leadership
- 16, 17, 18 Collision Owners Course Part 2 - Advanced Management and Leadership
- 17, 18 20 Group - Future Owners - Headquarters
- 17, 18 20 Group - Second In Command - Header quarters
- 21, 22 Service Advisor Part 1 - The Role of the Service Advisor
- 23, 24, 25 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
- 23, 24, 25 Collision Owners Course Part 3 - A.B.M. Always Be Marketing
- 24, 25 California Service Advisor Course Part 2 - ATI's 7 Step Process
- 28, 29 20 Group - Profiteers - ATI Headquarters
- 31 Service Advisor - Advanced Sales

SEPTEMBER

- 1 Service Advisor - Advanced Sales
- 6, 7, 8 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 7, 8 20 Group - 20 On The Top - Tba
- 11, 12 20 Group - West Coast Originals - Los Angeles, CA
- 11, 12 20 Group - Game Changers - ATI Headquarters
- 11, 12 20 Group - The Buck Starts Here - Tba
- 13, 14, 15 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
- 13, 14, 15 Collision Owners Course Part 3 - A.B.M. Always Be Marketing
- 14, 15 MasterMind - tba
- 14, 15 20 Group - Las Vegas - Las Vegas, NV
- 18, 19 Collision Production Course
- 18, 19 20 Group - Profit Force - Tba
- 18, 19 20 Group - Rollin In Dough - Tba
- 18, 19 20 Group - 20/20 Vision - ATI Headquarters
- 20, 21, 22 Shop Owners Course Part 2 - Advanced Management and Leadership
- 20, 21, 22 Collision Owners Course Part 2 - Advanced Management and Leadership
- 21, 22 20 Group - The High Mark - Tba
- 25, 26 Service Advisor Course Part 2 - ATI's 7 Step Process
- 25, 26 20 Group - Dallas Top Twenty - Tba
- 28, 29 20 Group - 20 For The Money - Tba
- 28, 29 20 Group - Back In Black - ATI Headquarters

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How to Create a Winning Expectation

Eric M. Twigg, ATI Coach

“How do you go from where you are to where you wanna be? And I think you have to have an enthusiasm for life. You have to have a dream, a goal. And you have to be willing to work for it.”
 —Jim Valvano

The NCAA College Basketball Tournament is known as “March Madness.” In this win or go home playoff, the dream of every player is to win the national championship game.

Young “ballers” grow up watching the tournament with the dream of hitting the game-winning shot that propels their team to victory. Coaches dream of being carried off the court in victory on the shoulders of their players.

When a team wins the big game, **tradition dictates that every player takes a turn cutting down the nets.** Coach Jim Valvano, who coached at North Carolina State back in the 1980s, had an interesting twist on this tradition.

When “Coach V” arrived at North Carolina State in 1980, he inherited a program that was mediocre at best. Yet, during his first speech to his new team, he dared to declare: **“We will win the national championship!”** This seemed ridiculous, since the team had failed to even qualify for the tournament round during the previous five years!

Coach V was so sure that he ended each of his team’s practice sessions the same way: **He grabbed a ladder and had each player take a turn cutting down the nets.** Sounds crazy, right?

What’s the point of having a mediocre team practice cutting down the championship nets? Here’s the point: In 1983 the North Carolina State Wolfpack **shocked the world** by winning the national championship game!

After the game, the players took turns cutting down the nets. Several of them mentioned during post-game interviews that climbing the ladder to cut down the nets felt like déjà vu! **They had done it so many times in practice, they expected it to happen!**

Coach V gave his players a picture of what was possible. **He created a winning expectation.** What are you doing to create a winning expectation? I have two suggestions that I will share.



Write Your Goals Down Every Day

I was watching an interview recently with Pamela Valvano, the wife of Coach V. She said that before she took his sports coats to the dry cleaners, she had to remove these **3x5 cards** from the pockets. If she dropped off five coats, she would have to remove five cards beforehand. She went on to reveal that he used these cards **to write his goals down every day.** Item #1 on each card was **“I am a national champion.”**

In his book “Be Obsessed or Be Average,” Grant Cardone describes the habit of writing your goals down daily this way: “Anything worth doing is worth doing every day.” **A goal that isn’t written down is merely a wish.**

Writing it down puts your subconscious mind to work at attracting ideas, resources and people that line up with what you want. **The key to creating a winning expectation is to write your goals in the present tense as if you already have what you desire.**

Want a 30 percent net profit to sales ratio? Then write **“I average 30 percent in net profit”** every day. Want to rank in the Top 12 in the Top Shop Race? Then write **“I am a Top 12 Shop Owner”** every day.

Want a shop where profit doesn’t depend on your presence? Then write **“I am the absentee owner of a successful shop”** every day. **If you can view it, you can do it.** By writing your goals down every day, you will “view it,” and therefore create a winning expectation.



Put In the Work

Let’s do some math: Three frogs are sitting on a log. One decides to hop away. How many frogs are left? Here’s the answer: **ALL THREE!** The one frog **only decided to jump. It failed to put in the work of jumping so its situation never changed!**

You can write your goals down every day, create your vision board and you can rub the magical genie lamp! If you don’t commit to putting in the work, you’ll end up like the frog on the log.

It should be noted that Coach V’s teams practiced cutting down the nets **AFTER** they practiced playing basketball! It was the combination of visualizing what they wanted along with **putting in the work** that made their dreams a reality. **Since they had prepared to win, they expected to win.**

You can write down the words **“I am a Top 12 Shop Owner”** every day. If you never adjust your **pricing**, look for **personnel** or meet with your **people**, you can’t expect to win because you **haven’t put in the work!**



SUMMARY

So there you have it. **If you commit to writing your goals down every day, and then putting in the work, you will create a winning expectation. It’s time to grab that ladder, because you’re about to shock the world!**

The Coach's Corner

Stop Taking The Easy Way Out Today Will Be a Little Better or Worse Because of You

Geoff Berman, ATI Instructor and Coach

Why are some days better than others? Isn't it odd, that that seems to happen when you have less staff than usual? Could one person being gone really have that much impact on the overall morale of the shop? What if he or she was gone for a week? Does morale stay high? Do the troops rally to get things done? Do they work better together? Are they just plain happier?

If you have ever experienced something like this, you probably also worried what you would do without this person, and prepared for something much worse. Now that you have been through it and it turned out far better than you had hoped, you were able to breathe a sigh of relief and find some joy in this moment. Then this person comes back. Slowly that morale starts to drop and things are right back where they were. In other words, we didn't see the signs and held on to the idea that we can't do it without this person, so back to business as usual.

Now maybe this happened for many years with several staff members and went unnoticed. Maybe it still is, but at some point it becomes clear. It is bad enough to go unnoticed, but it is far worse to notice it and do nothing about it. I wonder how often we ignore these things. How often we let morale slip because it just doesn't seem important. The cars must get done, right! Who will do the work if I scare off my best tech because I have a talk today with him or her about attitude? This all goes through your mind in a flash and gives you the justification to do nothing and that's exactly what you do — nothing!

Now let's say the years go by and you are seeing this clearer and clearer. The problem tech's production along with their attitude is getting worse and worse. Finally, it becomes too difficult for all involved and this person is now out of the picture. Maybe they quit. Maybe you finally shot them. Either way they are gone. The next day you can see an immediate difference in the shop. The cloud has been lifted, smiles are back, and so is production. You wonder what took you so long to make this decision. I know you were scared. Fear of what might happen if...? I'll tell you what might happen: you might improve your business. But I bet that thought never crossed your mind.

If you're honest with yourself, you would probably tell me that you either lost good staff or lost opportunity to hire good staff, or both because you hung onto this person too long. Don't worry. You're not alone. This is pretty common among small business owners. The key is to learn from it. Now there are many lessons to learn from this scenario. Today I want to talk about only one.



What If That Person Is You?

Most business owners have made this statement at least once in their career. "Leave your personal problems at home!" I understand why you made this statement. You don't want employees to be distracted from the job. I get it. The problem is it is unfair to ask this of someone. Do you leave your personal problems at home? Now before you get defensive on me, really think about it. Maybe you're worried about an ill family member. Maybe you're fighting with an insurance company about an accident. Maybe you're having an issue with your internet

supplier. Maybe it's something else. Whatever it is, these things tend to interrupt our business day and cause us to become irritated. If you are honest with yourself, you will agree that leaving your personal problems at home is truly impossible. You could even say it is almost hypocritical to make a statement like that.

You are the leader of your business. You set the example in everything you do. You also set the pace of the day. If you come to work in a bad mood it affects everyone. Just like when that tech that has a bad attitude affects the shop. What if everyone in the shop understood and believed "**Today will be a little better or worse because of you!**" Everyone in the shop believes in this because they understand that what makes the business is the sum of all their combined efforts, not anyone's individual effort. We are there to support each other and lift each other up and you provided a safe environment to do so.



But How?

You can start by creating standards in your shop that are nonnegotiable. Things that everyone believes and no one is above — no one. As an example, instead of saying "Leave your personal problems at home!" how about saying "Make the choice to be happy." This may look like a small change but I assure you it is not. This puts the responsibility of my behavior on me. This allows everyone in the shop the ability to politely talk to anyone that is in a bad mood and point out they are not happy. This gives me the chance to self-correct or be given the day off to get things in order. No one is mad. In fact, it is the exact opposite. No stifling it because you're worried what might happen if... or worse than that, lashing out emotionally and making things even worse.

Now I know some of you might be thinking, "Wait a minute, Geoff, he has a car in pieces that must get done today. I can't send him home." Can't or won't? What if he had called in sick or got hurt that day? What would you have done? Even if you must pay \$50 to put the customer in a rental for the day, it would have been \$50 well spent. Is it worth losing a few hours production today to teach your employees what is important, and save hours upon hours of production in the weeks and months that follow?

This is hard for most of you because all you see is cars. Why wouldn't you, you're mechanics. Of course, you see cars. I've said this too many times to count: "**Cars Don't Matter!**" If you want to truly grow your business and have it running as smooth as the vehicles you service, then you must learn to ignore the cars and focus on the business. Maybe the problem is you!

If you want to start implementing standards in your shop, send me an email gberman@autotraining.net and I will forward you my 10 Company Standards. Please title your email "I want to make today better with my company standards."



Sam's Corner - CARE FUND



We couldn't have asked for a more fantastic setting for SuperConference 2017 than the beautiful JW Marriott Starr Pass Resort & Spa in Tucson, AZ.

Each year ATI selects a charity in the host city to support. After months of research, the Care Fund was selected. The Care Fund grants mortgage or rent relief to families experiencing medical and financial crisis due to a serious illness or injury of a child.

Over the course of just three days, everyone watched

as clients and vendors fed more than \$1,500 in cash into the "money ball" and made pledges through our SuperConference app.

After the pledges had been counted, the Care Fund was presented with a check for \$49,220.75! Thank you to all who helped make such an enormous difference to families in Tucson in their greatest time of need.

"No parent should ever have to choose between paying their mortgage or caring for their sick child." Bill Rogers – cofounder of the Care Fund.



Upcoming Classes *Continued*

OCTOBER

- 2, 3 20 Group - Notin But Net - Tba
- 2, 3 20 Group - Leading Ladies - ATI Headquarters
- 2, 3 20 Group - Phoenix Rising - Tba
- 4, 5, 6 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 5, 6 20 Group - Score for More - ATI Headquarters
- 5, 6 20 Group - Best of the West - Tba
- 5, 6 20 Group - Nor'Easter - Boston, MA
- 9, 10 Service Advisor Part 1 - The Role of the Service Advisor
- 9, 10 20 Group - European Imports - ATI Headquarters
- 9, 10 Peak Performers - tba
- 11, 12, 13 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
- 11, 12, 13 Collision Owners Course Part 3 - A.B.M. Always Be Marketing
- 12, 13 California Service Advisor Course Part 1 - The Role of the Service Advisor
- 12, 13 20 Group - Money Masters - Tba
- 12, 13 20 Group - CrashMasters - ATI Headquarters
- 16, 17 Collision Repair Estimating and Sales Course Part 1
- 16, 17 20 Group - Rising Tide - ATI Headquarters
- 16, 17, 18 Shop Owners Course Part 5 - Succession Planning
- 16, 17, 18 Collision Owners Course Part 5 - Succession Planning
- 18, 19, 20 Shop Owners Course Part 2 - Advanced Management and Leadership
- 18, 19, 20 Collision Owners Course Part 2 - Advanced Management and Leadership
- 19, 20 20 Group - Dollars And Sense - Tba
- 23, 24 Service Advisor Course Part 2 - ATI's 7 Step Process
- 23, 24 20 Group - New Baltimore - ATI Headquarters
- 23, 24 20 Group - Atlanta - Atlanta, GA

NOVEMBER

- 1, 2, 3 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
- 1, 2, 3 Collision Owners Course Part 3 - A.B.M. Always Be Marketing

- 2, 3 California Service Advisor Course Part 2 - ATI's 7 Step Process
- 6, 7 Shop Owner Course Part 4 - Staffing and Hiring
- 6, 7 Collision Owners Course Part 4 - Staffing and Hiring
- 6, 7 Collision Production Course
- 8, 9, 10 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 8, 9, 10 Collision Owners Course Part 1 - Keys to a Successful Collision Repair Business
- 13, 14 Service Advisor Part 1 - The Role of the Service Advisor
- 16, 17 Service Advisor - Service Manager
- 27, 28 Service Advisor Course Part 2 - ATI's 7 Step Process
- 29, 30 Shop Owners Course Part 2 - Advanced Management and Leadership
- 29, 30 Collision Owners Course Part 2 - Advanced Management and Leadership

DECEMBER

- 1 Shop Owners Course Part 2 - Advanced Management and Leadership
- 1 Collision Owners Course Part 2 - Advanced Management and Leadership
- 4, 5 Service Advisor Part 1 - The Role of the Service Advisor
- 4, 5 Collision Repair Estimating and Sales Course Part 2
- 6, 7, 8 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 11, 12 Service Advisor Course Part 2 - ATI's 7 Step Process
- 13, 14, 15 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
- 13, 14, 15 Collision Owners Course Part 3 - A.B.M. Always Be Marketing



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Congratulations to ATI President's Award Recipients



Every year, ATI recognizes our best of the best by inducting them into The President's Club. These associates have consistently demonstrated an unparalleled commitment and dedication to ATI and our members. Please join us in congratulating them on their outstanding performance in 2016.

Frank Rose, Zach Booth, Jim Centineo, Jason Hawkins, James Fournier, Charles Dailey, Eric Twiggs, Kevin Myers, Rich Johnson, Brian Hunnicutt, Mike Bennett, Paul Colison and Ashley Poligardo.
