

ShopTalk



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UPCOMING CLASSES

JANUARY

- 3, 4, 5 Shop Owners Course Part 2 - Advanced Management and Leadership
- 3, 4, 5 Collision Owners Course Part 2 - Advanced Management and Leadership
- 4, 5 Service Advisor Part 1 - The Role of the Service Advisor
- 8, 9 Collision Production Course
- 10, 11, 12 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 10, 11, 12 Collision Owners Course Part 1 - Keys to a Successful Collision Repair Business
- 17, 18, 19 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
- 17, 18, 19 Collision Owners Course Part 3 - A.B.M. Always Be Marketing
- 18, 19 MasterMind - tba
- 18, 19 Service Advisor Course Part 2 - ATI's 7 Step Process
- 22, 23 Service Advisor - Advanced Sales
- 29, 30 Collision Repair Estimating and Sales Course Part 1
- 31, Feb 1, 2 Shop Owners Course Part 5 - Succession Planning
- 31, Feb 1, 2 Collision Owners Course Part 5 - Succession Planning

FEBRUARY

- 1, 2 Shop Owners Course Part 5 - Succession Planning
- 1, 2 Collision Owners Course Part 5 - Succession Planning
- 1, 2 California Service Advisor Course Part 1 - The Role of the Service Advisor
- 7, 8, 9 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 8, 9 Shop Owner Course Part 4 - Staffing and Hiring
- 8, 9 Collision Owners Course Part 4 - Staffing and Hiring
- 12, 13 Service Advisor Part 1 - The Role of the Service Advisor
- 14, 15, 16 Shop Owners Course Part 2 - Advanced Management and Leadership
- 14, 15, 16 Collision Owners Course Part 2 - Advanced Management and Leadership
- 15, 16 20 Group - Future Owners - Headquarters
- 15, 16 20 Group - Second In Command - Headerquarters
- 19, 20 Peak Performers - tba
- 19, 20 Service Advisor - Service Manager
- 21, 22, 23 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
- 21, 22, 23 Collision Owners Course Part 3 - A.B.M. Always Be Marketing
- 22, 23 California Service Advisor Course Part 2 - ATI's 7 Step Process
- 26, 27 Collision Repair Estimating and Sales Course Part 2
- 26, 27 Service Advisor Course Part 2 - ATI's 7 Step Process
- 26, 27 20 Group - Profiteers - ATI Headquarters

MARCH

- 5, 6 Service Advisor Part 1 - The Role of the Service Advisor
- 7, 8, 9 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 7, 8, 9 Collision Owners Course Part 1 - Keys to a Successful Collision Repair Business
- 12, 13 Collision Repair Estimating and Sales Course Part 1
- 28, 29, 30 Shop Owners Course Part 2 - Advanced Management and Leadership
- 28, 29, 30 Collision Owners Course Part 2 - Advanced Management and Leadership
- 29, 30 Service Advisor Course Part 2 - ATI's 7 Step Process

MR. RIGHT? MR. WRONG? 50 First Days! How to Know If You've Made a Bad Hire By Eric M. Twigg, ATI Coach



“For every complex problem there is an answer that is clear, simple, and wrong.” -H. L. Mencken

In 2004, Sony released the hit movie “50 First Dates” starring Adam Sandler and Drew Barrymore. Sandler’s character “Henry” meets Barrymore’s character “Lucy” in a restaurant, while having breakfast, and is instantly drawn to her. After years of searching, he believes he has finally found the right girl.

But there’s one slight problem. Lucy suffers from short-term memory loss, and can’t remember anything that happened from the previous day. As a result, every date is like the first date. **Even though Harry says the same things each day, Lucy is always hearing it for the first time.**

Does your recent experience with your latest hire feel like 50 First “Days?” Each day you talk about making exit appointments, but it’s like she’s hearing it for the first time. Each day you review the courtesy check process, but it’s like he’s hearing it for the first time.

Each day, you talk about sending the digital photos to the customers, but it’s like they’re hearing it for the first time. Like Henry, you initially felt like you found the right one, but now you feel like every day is their first day.

It’s possible that you’ve made a bad hire. But how can you know for sure? [Studies show](#) that a bad hire can cost a shop as much as six times the employee’s salary, so the sooner you find out the better!

As you read on you will learn the “**head, heart, hands**” evaluation method, that can help you answer this question.

HEAD

Years ago, I worked as a corporate trainer for a national automotive service corporation. One of the classes that I facilitated was phone training.

At the end of each session, the students had to demonstrate via role play, that they knew how to answer the phones and follow the phone outline. The role plays were then graded on a scale of 0-100.

I remember one student named “Jeff” who was my best student. He passed the final exercise with a perfect score of 100 percent. In the following weeks Jeff, my star student, went back to his location and failed **his next three phone shops!**

Every day was like his first day when it came to executing the phone process. His manager “Jim” blamed training as the issue, and wanted to send him back through my sessions again. I disagreed, because Jeff demonstrated through the role plays that **he knew what to do.**

When evaluating whether it’s a **head** issue, the question is “**Does your employee know what to do?**” If the employee can demonstrate the task, then the answer is yes. If after repeated training and follow-up, he’s still unable to do it, then it’s possible that you have hired someone who doesn’t have the aptitude for the job. **Therefore, I recommend creating random role plays for**

those tasks that aren’t getting executed, even though you keep telling them to do it. In other words: “**When it feels like their first day, it’s time to role play!**”

HEART

Back when I was a store manager, I had a meeting with my team to discuss the courtesy check process. I went through all the information as to why it was good for the car, the customer, and the company. I also reviewed how they could make more money.

I felt like the message was clear, until one of my technicians interrupted me mid-sentence with the following question: “Yeah Eric, I hear all that, but what’s really in it for me to fill out these courtesy checks?” To which I replied: “**You get the benefit of continuing to work here!**”

After that, I never had another issue with his courtesy checks! I had addressed the following **heart** question: “**Does your employee know why he is doing it?**” In other words, what is their motivation to perform the task?

Studies show that people are motivated by either **approach** or **avoidance**, when it comes to their behavior. Approach means that doing the task will help them to approach something they want.

For example, completing the courtesy check will help your tech to make more money. Someone who is motivated by avoidance is looking to **avoid** the consequences of not performing the task. The technician at my meeting was looking to avoid termination, which motivated him to execute.

What if you’ve addressed the head issue, the benefits, the consequences, and it still feels like their first day? In this case, **it’s possible that the person has a limiting belief that they are unwilling to overcome.** This is the most common heart issue that I encounter, and it’s a sure sign that you have made a bad hire.

HANDS

When I think about the hands issue, I’m reminded of another situation I encountered back when I was a corporate trainer. Several other company executives and I were sent out to Northern New Jersey because a disgruntled employee at a troubled location had filed a grievance with the local labor union.

I was sure that the disgruntled employee had either a head or a heart issue. I was planning to provide training, and then follow up with the location manager to ensure that he was providing the right levels of motivation. What I found took me by surprise.

The union drive, which made national news, was started because of a tire technician who **didn’t have the right tool** to perform flat repairs. He kept telling his manager, but his requests went ignored. He knew what to do (**head**), why he should do it (**heart**), but **lacked the right tool to do the job (hands).**

Here’s the hand question: “**Does your employee have the necessary tools and resources to do the job?**” For example, if you are coaching your technician on productivity, and you believe he has a hands issue, a great question to ask is: “What do you need from me to help you improve your productivity?”

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If he says, "I need you to get the lift fixed in bay number three," you know you have a hands issue. If your new "B" tech knows what to do, why he's doing it, has the right tools, but still averages five billed hours during a 40-hour work week, you just made a bad hire!

SUMMARY

So, there you have it. If every day feels like your employee's first day, check the **head, heart, and hands** before concluding that you've made a bad hire. If you follow this formula, it won't take **50 first dates** to know the difference between **Mr. Right** and **Mr. Right Now!**

MR. RIGHT? MR. WRONG?



Email etwiggs@autotraining.net to receive a special head, heart, hands checklist to help you determine if you've made the right hiring decision.

that, and you can too. We tell ourselves things everyday to keep our life, actions and interactions within the boundaries of our comfort zone. But what if your zone is just too small to succeed in life or business? Then you must learn to stretch that zone and Brian Hunnicutt will help you get to that place for your next level of growth.

What you tell yourself is what you will believe. You have to! Your story is your story. If you don't like how your story is going then rewrite it. Learn from Brian Hunnicutt how to rewrite your story and get the life you want and deserve. If you think what you just read is psychobabble then you definitely must attend. Learn how to reprogram your mind to get the best results that you are capable of. Rid yourself of the roadblocks that have been holding you back. These are easy steps to improve your life, you've just been too busy to see it!

Here is a sneak peek of Kevin Myers' Round Table and how it can change your shop!

Leaving A Legacy

Every Shop Owner starts their business to provide a different life for themselves and their families. Once you get tired of working for someone else and feel you can do it better; you're off and running. In the beginning, the main issue to be able to pay the bills and have some money left over for yourself. Once you have achieved a certain level of success then thoughts move to growing the business to the point where you have the right people in place, so you don't have to be there all day, every day. Now that we are able to take vacations and begin to enjoy the fruits of our labor, the vision changes again.

You have now started building on your foundation, now the question is your foundation solid and secure by the Legacy you leave. Your Legacy is not bound by age or time served. Legacy represents your body of work accumulated by your wisdom to contribute to growth. For many of us leaving a Legacy is associated with the end of the road rather than the beginning in the next phase in life. Your leadership is not shaped and your Legacy is not defined at the end of the road but rather by the moment we shared, the decision made, the action taken and even by the mistakes overcome throughout the many phases of your life.

Join Kevin's Round Table and learn;

- What are the things that will truly define your life.
- How can you make the impact that you want to without killing yourself in the process.
- Learn the things you need to know to grow not just your Shop but your Legacy.



Here's a preview of Brian Hunnicutt's Round Table for the 2018 SuperConference.

We keep talking about how to get to that Promised Land called Success, but what do you need to do once you are on your way? They say that money doesn't buy happiness and if that's true, then what does?

The other day I was on my back deck, with my six-year-old grandson. He asked me if I would dare him to jump off the railing to the ground. It's about five feet. It was obvious that he really wanted me to dare him to give him the excuse to jump, so I did. Off he flew, down to the ground with no problem. What came next is the important part. I dared him to do it again and once he was up on the railing, it was lesson time. I took hold of his jacket and told him that I was gonna help him jump this time with a little push. He wanted no part of that. Now he is scared and holding onto the railing for dear life. It's the same height he just jumped from but now it's totally different. The difference is the illusion of control. If he FELT like he was in control of the jump, then it's all good. Once he FELT like he had lost some of that control, he couldn't make the same jump.

We all have some level of need/comfort when it comes to control of the things in our life. The problem is that you can never really control anything or anyone. My grandson learned



Congratulations to a Ratchet & Wrench Award Winner!!



Mike Brewster

President, Gil's Garage, Burnt Hills, NY / Executive Category

Mike took over his father's business at the age of 25. He admits he had a lot to learn and a lot to live up to. The shop is named after his father, Gil, and Mike had to make sure that he protected the great name in the community that his father had built over the years. Trying to work in the business and on it at that same time was a major challenge. Mike became an ATI member in 2005. His desire to learn and to master the skills needed to take the shop to the next level became an addiction for him. Never afraid of a challenge and always seeking to improve, he does more now in a week than he did in a month back when he first took over the business. His growth also continued to his second location in Clifton Park, NY.

While Mike has always been focused on the KPIs and the numbers, his biggest concern is his customers, both inside and outside of the shop. Mike knows that to give great service, you have to have a great staff. He is always asking for feedback from his crew at their monthly meetings so that everyone has a voice in making the service better and growing the business. Mike spends a lot of time giving back into the community. A process that his staff is also involved in. One of the keys to the success of Gil's is the effort put into keeping the staff happy and well taken care of. They have a tremendous benefit package that helps keep the right players in the right shop. Mike knows that it is easier to keep great people than to try to find them out in the workforce.



Congratulations, Mike, we are very proud of you and all your accomplishments!

Read the full article in Ratchet & Wrench at <https://www.ratchetandwrench.com/articles/5063-the-2017-ratchetwrench-all-star-awards-mike-brewster>

“Driving Change” Podcast *By Geoff Berman, ATI Coach*



Hear shop owners talk about their AH-HA moments and tell their stories of change. Introducing the latest ATI innovation “Driving Change.” This is a podcast we created to improve our members’ experience and further assist with their growth. Each week I will be interviewing a client about something they are passionate about. We have a great start with several clients that have already stepped up and shared their stories. Will you be next? What wisdom and experience do you have to share? If you have a burning desire, and a great story to tell (and I know you do), we want you on the program. Please email me at podcast@autotraining.net to set up your personal interview.

Please go to <http://drivingchangeatati.podbean.com/> to listen to the podcasts already there. Be sure to download the app and subscribe so you will be notified when new podcasts are added. Don't forget to leave a comment if you liked it. Share it with a fellow shop owner or just a friend.





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Stay In Touch With The New ATI Connect App!



Please be sure to check out the exciting new feature of your ATI Connect App!

With a tap on your phone screen you can now view the most current class schedule, check for class availability and register for classes! Class registration has never been easier!

Questions: Contact Amy Fox at 301-575-9111 or afox@autotraining.net

