

ShopTalk

SEPTEMBER 2018
ATI
 Automotive
 Training Institute

www.autotraining.net

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UPCOMING CLASSES

September

- 5, 6, 7 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 5, 6, 7 Collision Owners Course Part 1 - Keys to a Successful Collision Repair Business
- 12, 13, 14 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
- 12, 13, 14 Collision Owners Course Part 3 - A.B.M. Always Be Marketing
- 17, 18 Shop Owner Course Part 4 - Staffing and Hiring
- 17, 18 Collision Owners Course Part 4 - Staffing and Hiring
- 17, 18 Collision Repair Estimating and Sales Course Part 2
- 19, 20, 21 Shop Owners Course Part 2 - Advanced Management and Leadership
- 19, 20, 21 Collision Owners Course Part 2 - Advanced Management and Leadership
- 24, 25 Service Advisor Part 1 - The Role of the Service Advisor

October

- 3, 4, 5 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 3, 4, 5 Collision Owners Course Part 1 - Keys to a Successful Collision Repair Business
- 4, 5 California Service Advisor Course Part 1 - The Role of the Service Advisor
- 8, 9 Service Advisor Course Part 2 - ATI's 7 Step Process
- 10, 11, 12 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
- 10, 11, 12 Collision Owners Course Part 3 - A.B.M. Always Be Marketing
- 11, 12 Service Manager Course
- 15, 16 Service Advisor Advanced Sales
- 17, 18, 19 Shop Owners Course Part 5 - Succession Planning
- 17, 18, 19 Collision Owners Course Part 5 - Succession Planning
- 22, 23 Service Advisor Part 1 - The Role of the Service Advisor

November

- 5, 6 Service Advisor Course Part 2 - ATI's 7 Step Process
- 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
- 8, 9 California Service Advisor Course Part 2 - ATI's 7 Step Process.
- 12, 13 Service Advisor Advanced Sales
- 14, 15, 16 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
- 14, 15, 16 Collision Owners Course Part 3 - A.B.M. Always Be Marketing
- 19, 20 Collision Repair Estimating and Sales Course Part 1
- 19, 20 Service Advisor Part 1 - The Role of the Service Advisor
- 26, 27 Shop Owner Course Part 4 - Staffing and Hiring
- 26, 27 Collision Owners Course Part 4 - Staffing and Hiring



My Biggest Regret as an ATI Coach

Eric M. Twiggs, ATI Coach

™The time to repair the roof is when the sun is shining.
 - John F. Kennedy

Imagine me pulling up to your shop in a shiny, black, 2018 Mercedes Benz CLS 550 Coupe. It's fully equipped to include the eight-cylinder engine, 18-inch aluminum wheels, leather bucket seats, a sunroof and the leather upholstered dashboard. As we begin to discuss the car, our conversation shifts to my warranty coverage.

"So what does your extended warranty cover?" you ask. Imagine if I replied with the following response: "I decided not to go with any coverage, since I never had any issues with my last car. As a matter of fact, I plan to call Geico today and cancel my auto insurance plan. I've never been in an accident, so why do I need insurance?"

If you were to fill out an **ATI takeaway worksheet** based on our conversation, you would probably write "**Coach Twiggs has gone crazy!**" After all, it's crazy to assume that nothing will ever go wrong with the car. It's crazy to assume that I will never get into an accident.

It's crazy to not have a **contingency plan** in place for **such a significant investment**. Well, **you have more invested in your shop than I would have in my Mercedes, so what does YOUR contingency plan look like?**

What is the contingency plan for your shop that would cover you if you were to have an accident? Do you have the necessary "extended coverage" that would protect you if you were to lose your best employee tomorrow?

As you ponder these questions, I feel the need to share with you my biggest regret as an ATI coach, so here it is: **It's that I didn't push you harder to cover your contingencies.**

It's Personal

I take it personally when my suggestion to "**always be hiring**" falls on deaf ears, only to have the same shop owner who ignored my advice lose a key person and get stuck **working IN the business**. It saddens me to see **the loss of money and momentum that could have been easily avoided.**

I take it personally when I see a shop owner suffer an unexpected medical emergency and have to be away from their shop for six months at a time. My reaction is never "I told you so!" Instead it's "**what else could I have told you?**"

My feeling of regret ends TODAY, because I am committed to push harder than ever to ensure that you have the necessary extended coverage. My goal is to help you to embrace "**The Blue Man Philosophy.**"

The Blue Man Philosophy

In 1987 three close friends decided to paint themselves blue and create music together. Their show was a combination of rock music and entertainment. Chris Wink, Matt Goldman and Phil Stanton formed [The Blue Man Group](#).

They worked **IN their business** for 14 hours a day performing over 1,200 shows together. One fateful night, Phil cut his hand using a power tool and was unable to perform. **They were forced to create a contingency plan by bringing in a backup blue man to take his place.**

This incident gave them the idea to **hire their replacements**. Today, The Blue Man Group can perform shows in Las Vegas, Los Angeles and Long Island, simultaneously, while the three founding members are relaxing in Long Beach!

It took Phil cutting his hand to get the group members to change their philosophy. **What's it going to take for you to change your philosophy? What's it going to take for you to start looking for your replacement?**

What's it going to take for you to **recruit even when you're fully staffed?** What's it going to take for you to **create contingency plans** so that your shop can thrive without you being there?

Conclusion

So, there you have it. If you commit to the process of covering your contingencies, I won't have anything to regret, and you will have no reason to **feel blue**, when you unexpectedly lose a key person from your team.



You can use all the extra money your shop produces to buy yourself a brand-new Mercedes Coupe!

Email etwigg@autotraining.net to receive a **contingency planning template to help you commit to the process.**

Missed Opportunity by Kim Hickey, ATI Coach



Missed opportunities are around us everywhere. Sometimes we don't see opportunities because we are not looking, sometimes it is because we choose to ignore them, and sometimes we didn't realize there was an opportunity until after the fact. I don't know about the rest of you, but I have more times than I care to admit where I realize only too late that there was an opportunity I should have seized and failed to. These are the moments that help us grow. These are the moments that each and every time you come to that realization, it puts just one more tool in your tool box. It makes you vow not to miss the next one. It makes you want to do better next time.

Some of these opportunities are subtle and some are just plain old "low-hanging fruit." I went to the grocery store today and as I was stepping out of my truck, I saw three vehicles that needed a headlight restoration. That was without me looking for them, without me even turning my head in any direction other than where I was looking getting out of my truck. Once I closed my truck door and started "looking" for those opportunities, there were many more. While I was looking for cloudy headlights, I then started noticing low tires, some with uneven tread wear, wiper blades that looked like pieces were sticking up out of them, and some assorted other items that needed attention. If I still had my shop, I would have written a quick note on the back of one of my business cards that said "I noticed that your x (tires, headlights, etc.) look like they are in need of attention and could become a safety issue. Please make sure you bring this to your mechanic's attention, or stop by for a complimentary inspection at my shop." I would have put my card in the driver side window (and yes, I have done this).

When I see vehicles, I see opportunities everywhere. Check engine lights on in my friends' cars, along with noises, rattles, misses, bumps, bouncy suspensions. You know what I am talking about. How many times have you driven past a vehicle or pulled up next to them at a light and made a mental note of how the vehicle was idling or how it nose-dived when they hit the brakes? We all do it. So why don't you seize the opportunity to make something of what you noticed both in and out of your shop?

I know, some of you are saying "That's just not my style to do something like that" as you read this. But what about when the vehicle is right in your shop? How many opportunities are we missing then? Not reviewing the vehicle history, not looking up TSBs, not performing a complete and thorough courtesy check and a walk around on every vehicle. Those missed opportunities are further compounded when you don't realize they are being missed because you are not performing your daily RO audits. What about the opportunities we miss when we fail to wow a new customer or respond to a negative Google review or we lose a good employee because we never performed our quarterly reviews.....? Opportunities are everywhere, the examples are endless.

Life may be full of missed opportunities, but it is the next opportunity that is the most important! –Adrian McGinn



Sam's Corner

The ATI Way

Fundamental #4: Make quality personal

At ATI, we don't do good, we do great. Take pride in the quality of everything you touch and everything you do. From the way you create a proposal to the way you answer the phone, from the way you set up a classroom to the way you fill out paperwork, always ask yourself, "Is this my best work?"

Remember that absolutely everything "speaks" to our clients, and everything you touch has your signature. Sign in bold ink.

—From Zach Booth, ATI New Business Development



Making quality personal, is something that I strive to do daily. Not just at work, but also at home with my family. It's something my father instilled in me at a very young age. He's always told me "A man's work is a portrait of himself." At ATI the quality of everything we do speaks volumes on who we are and how we operate. Are you giving 110 percent and are you showing your best work? There's always somebody watching you each and every day. What better way to show someone what kind of person you are and what kind of company we are, than by showing quality in everything you touch.

"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.

Back to school

by Rick Johnson, ATI Coach

Man, this summer and year have flown by for me!! And I am sure for you as well. And here we are right in the middle of the back to school hustle and bustle. I have grandkids going to kindergarten and preschool and even first grade! A lot of you probably do too, as well as kids going into college for the first year and some even heading into their final year. All this school activity has sure gotten me to thinking – what about you? When was the last time you sharpened the knife with some training? For a lot of you it has been a long while. We all make sure our kids go to school and even make sure our techs take training and get their ASE tests done.

But what about us? Why do we not make sure that we attend class on a regular basis? There are a few of you that have just gone to the first owners' class and never made it back for more. There are five owners' classes and four service advisor classes. And some classes are even virtual. And it has never been easier to sign up for a class than it is now: simply click on the ATI connect app and click classes and it shows all the classes and the dates and one more click, and you are registered!

So, this week, let's take a minute to review what classes you have attended and when; I have all the records at my fingertips. I have yet, in 11 years of coaching, to have someone come back from class and say they didn't get a lot out of it. Most come back

with pages of notes and a new sense of direction and determination to finally make the changes needed to have a business that gives them what they want. Let's decide together what class would be best for you and get it scheduled so that you too can get on the "Back to School Bandwagon"!

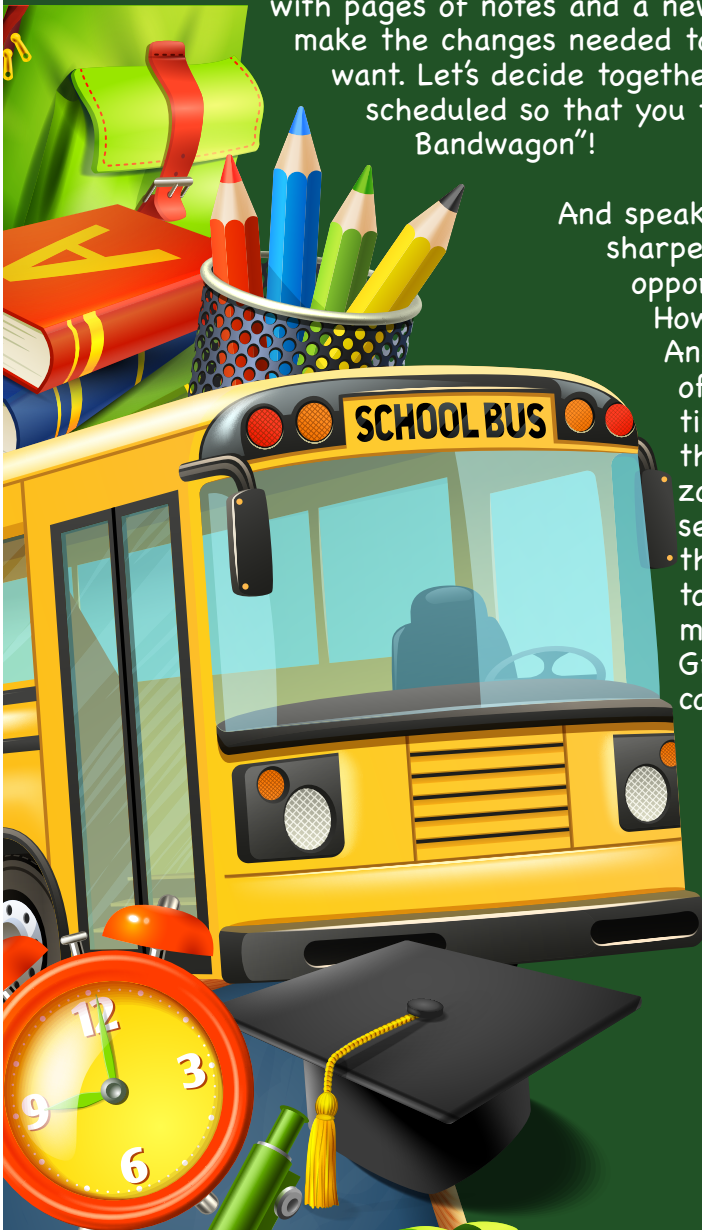
And speaking of back to school and the need to continually sharpen the axe, let me tell you of another great opportunity to learn, and learn from your peers.

How about 20 Group? Are you in an ATI 20 Group yet? And if not, why not? Wow, talk about probably four of the most powerful days you can spend in a year's time! Two days of meetings with 19 of your peers in the spring and two days in the fall, and monthly zoom meetings in-between. It is amazing to me to see the great ideas shared at these meetings and the pages and pages of notes members take home to make changes in their business. Many have told me that they have gotten as much out of a 20 Group meeting as they do class. Just talk to your coach about what it takes to be in a 20 Group.

That's a lot of learning opportunities for sure, so go shopping, get a book bag and some pencils and please take advantage of all these wonderful opportunities to sharpen that axe. And take a moment to let this quote from Henry Ford sink in:

"Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young." —Henry Ford

PS. If you don't have the ATI connect app downloaded yet, let me know and I will send the instructions on how to do





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Car Care Month Is Coming! Are You Ready?

by Mike Haley, ATI Team Leader



What if I told you there is an event you can do in October to bring in new customers, get reacquainted with old customers and provide a community service. Would you want it? If I told you this event has national recognition and sponsorship. This event already exists, and it is the Car Care Month performed every year in October and April. The Car Care Council was developed to help educate consumers on the second largest investment they have, their vehicles. Car Care offers everything you need to help schedule, plan and promote your event. For a small cost you will receive your car care kit which includes all the point of sale tools needed to have a successful event.

www.carcare.org

