

ATI | ShopTalk

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UPCOMING CLASSES

December 2018

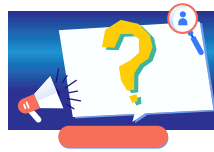
- 3, 4 Service Advisor Course Part 2 - ATI's 7 Step Process
- 3, 4 Collision Repair Estimating and Sales Course Part 2
- 5, 6, 7 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 5, 6, 7 Collision Owners Course Part 1 - Keys to a Successful Collision Repair Business
- 12, 13, 14 Shop Owners Course Part 5 - Succession Planning
- 12, 13, 14 Collision Owners Course Part 5 - Succession Planning
- 12, 13, 14 Shop Owners Course Part 2 - Advanced Management and Leadership
- 12, 13, 14 Collision Owners Course Part 2 - Advanced Management and Leadership

January 2019

- 3, 4 Service Advisor Part 1 - The Role of the Service Advisor
- 7, 8 Collision Production Course
- 9, 10, 11 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 14, 15 Service Advisor Course Part 2 - ATI's 7 Step Process
- 16, 17, 18 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
- 16, 17, 18 Collision Owners Course Part 3 - A.B.M. Always Be Marketing
- 21, 22 Service Advisor - Advanced Sales
- 30, 31, 1 Shop Owners Course Part 5 - Succession Planning
- 30, 31, Feb 1 Collision Owners Course Part 5 - Succession Planning
- 31, Feb 1 Service Advisor Part 1 - The Role of the Service Advisor

February 2019

- 1 Shop Owners Course Part 5 - Succession Planning
- 1 Collision Owners Course Part 5 - Succession Planning
- 1 Service Advisor Part 1 - The Role of the Service Advisor
- 4, 5 Shop Owner Course Part 4 - Staffing and Hiring
- 4, 5 Collision Owners Course Part 4 - Staffing and Hiring
- 4, 5 Collision Repair Estimating and Sales Course Part 1
- 6, 7, 8 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 6, 7, 8 Collision Owners Course Part 1 - Keys to a Successful Collision Repair Business
- 11, 12 Service Manager Course
- 13, 14, 15 Shop Owners Course Part 2 - Advanced Management and Leadership
- 13, 14, 15 Collision Owners Course Part 2 - Advanced Management and Leadership
- 20, 21, 22 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
- 20, 21, 22 Collision Owners Course Part 3 - A.B.M. Always Be Marketing
- 21, 22 Service Advisor Course Part 2 - ATI's 7 Step Process



How to Overcome the Real Problem at Your Shop

By Eric Twiggs, ATI Coach

"You cannot rise above the level of your limiting beliefs."
-Jordan Belfort

As part of my training to run a full marathon, I ran a half marathon which was 13.1 miles. It took me two hours and twenty minutes, which was just under **an eleven minute per mile pace. I believed** that it was impossible to run a full marathon (26.2 miles) at this pace.

My feelings were forever changed on the morning of the full marathon. During the opening festivities, [Desta Morkama](#), the winner of the previous week's Marine Corps Marathon, was introduced as the guest of honor.

I was shocked to discover that he ran 26.2 miles in two hours and twenty-five minutes, a **5.5-minute mile pace!** **My belief about how fast a marathon could be run was proven to be wrong!**

Noted author and motivational speaker [Jordan Belfort](#) defines a belief as "nothing but an idea that you are really certain about." I was really certain about my eleven minute mile idea, **but that didn't make it true!**

Likewise, you may be really certain about the idea that your customers don't like to be exit scheduled. You may be really certain about the idea that you can't present a large estimate to a first-time customer. You may be really certain about the idea that the ATI program won't work **in your area.**



But how can you be certain that what you believe is true?

If you want to take your shop to the next level, you have to embrace what I refer to as the **open-door possibility: you must always leave the door open to the possibility that your idea may be wrong.**

What's the biggest problem at your shop right now? The most common answers are usually the following: **cash flow, car count, or hiring.**

Well, I have some good news. *Those aren't your real problems. The real problem is the limiting story you tell yourself to explain why you don't have what you want in these areas.*

Here are some examples of limiting stories. Cash flow: "I can't charge more because my customers are on a fixed income." Car count: "It's an election year and everybody's slow." Hiring: "I can't conduct interviews until I have an immediate opening."

By embracing **the open-door possibility**, you will be on your way to overcoming the real problem at your shop: **your limiting beliefs.** Stay with me to learn one specific strategy to make this happen.



Find Living Proof

In a [recent video](#), I shared a story about this guy, let's call him "Mike," who was walking down the street and fell into a hole. He was frustrated because he had no idea how to get himself out. **He was starting to believe that he would always be stuck.**

An hour goes by and he sees his friend "Jim" walk by and he yells out to him, "Help! Get me out of here!" Jim responds by jumping into the hole with him.

"Jim, why did you do that? Now we're both stuck!" Here's what Jim said back: "I've been stuck in this hole before. **Follow me and I'll show you how to get out.**"

Luckily for Mike, he was able to find someone who had done what he believed to be impossible. **Jim was living proof of what was possible.**

Have you ever felt like you would always be stuck in the hole of low **cash flow**, low **car count**, or **working the counter**? This "feeling" that you would always be stuck is an example of a limiting belief. I challenge you to **be like Mike**, by finding "Living Proof" to lead you out of the hole.

"Living Proof" will be at the SuperConference after netting big profits in a small town. "Living Proof" is in your 20 Group growing their car count in a "bad local economy."

"Living Proof" will be in your next ATI owners class after hiring their replacement, even though "you just can't find good people anymore."

You trying to convince one of these individuals of what can't be done, would be like me trying to convince the Marine Corps Marathon winner that it was impossible to run a marathon at an eleven minute mile pace!

After he finished laughing at me, he would remind me that **living proof is the best cure for limiting beliefs.**

So, there you have it. **Finding living proof of what's possible will help you to overcome the real problem at your shop.**

Accomplishing your goal is like running a marathon. If someone else has done it, it must be doable!

Email etwiggs@autotraining.net to receive a **Limiting Beliefs Checklist** with five questions that will challenge what you believe.



CONCLUSION



Do you remember the movie “The Sixth Sense”? In that movie there is one of the most famous lines from a movie of all time as far as I am concerned. It is this: “I see dead people.” Remember that line? The little boy is in bed and says something like this to his father Bruce Willis:

I want to tell you my secret now: “I see dead people.” They are walking around like regular people, they don’t see each other, they only see what they want to see. They don’t know that they are dead. Then his dad asks him how often do you see them? And he says all the time... they are everywhere...

As I remembered this line, it got me to thinking about our need for employees and the tough time we are all having finding them, including service advisors. If you will allow me to rewrite that movie script a bit, I would like to suggest what I truly see. I want to tell you my secret now:

“I see service advisors.” They are walking around like regular people, we shop owners don’t see them, we only see what we want to see. These people don’t know they are service advisors. I see them all the time, they are everywhere.

After 10 years of coaching and 23 years of owning a shop, I can tell you that sometimes we get in our head that when we need a service advisor we want to find one with years of experience and a broad knowledge of cars in general. So, we put ads out for an experienced service advisor and we wonder why we get very few if any responses to our ads. I know that is how I started looking for my very first service advisor years ago. Yes, I got a few dealership service advisors to respond and even hired a couple of them. That did not work out very well for me! I found that it was quite a reality check coming from a dealership to an independent shop for these folks.

Then one day I decided that what I really needed to do was to look for the personality and not the position for my service advisor. You know, find someone who was bubbly and outgoing and loved people and always seemed to have a smile. And I even thought, how much does this person really need to know about cars? If they had the personality I needed, could I not teach them how to schedule and look up parts and labor? I knew I could not “teach” the personality, but thought I had a good chance to teach the rest.

With this new way of thinking and “seeing people” I broadened my horizon when looking for a writer. I had been going to a particular grocery store for several years. And I never once thought of hiring someone from there. But with my new mindset, the next time I went there I thought, look around. And in the dairy aisle I found a service advisor. This woman had worked there for years, and every time I went in there she was always out in her area and you could not walk through there without her asking if she could help you find something and if you had tried this new cheese or other product, and was just so happy and helpful all the time.

So I took a chance and I said to her, “How would you like to be a service advisor in my shop?” and she said she would love to. Two weeks later she started at my shop and within a very few weeks, she was scheduling and making estimates and selling 95 percent of the jobs! It was amazing! She was just as natural helping auto repair customers as she was dairy customers. And as a side note, I

sent her to class at ATI and she came back and asked me why I never showed her the labor matrix. I of course had no real good answer and she immediately implemented the labor matrix and increased my effective labor rate by \$11.00 an hour! And before I hired her all she knew about cars was that she had one!

How many service advisors are walking around your town that don’t know that they are service advisors? How many of us only see what we want to see and have our misguided belief systems firmly in place on how we need an “experienced writer with a great knowledge of cars.” Are there other folks out there working customer service jobs that we could train into becoming a great service advisor?

Of course there are, if we just look around and look for the personality traits that this position needs and not the position itself. Allow me to give you a few more ideas on where to look. Over the years I have shared these ideas with many clients with remarkable success.

How about the stay-at-home moms that gave up a career to raise their children and now the kids have grown and gone. Could this person be a suitable candidate for a service advisor? If the kids did not drive her crazy, sure she is! If she is like most I know, she is bored out of her mind and you can only watch so much TV, right? If she has the personality, she dang sure has a lot of what we need in a service advisor. She has spent the last 20 years getting the kids to school on time, getting them to dental appointments on time, making sure their homework is done on time and projects done and turned in on time. She has scheduled doctor appointments, settled arguments; and if she is still smiling after all this I am pretty sure we can teach her how to look up parts and labor, schedule work for the shop, make sure cars are done on time, handle unruly customers and push the techs to get the cars repaired and delivered on time.

One time on a shop visit, I told a shop owner I could find and hire him a service advisor over the lunch hour. He bet me that I could not as he had been looking for a long time — but not looking the way that I suggested. So, we went to Buffalo Wild Wings. The waitress was so friendly and helpful and asked if we were local and made sure we wanted for nothing. When she brought the bill, it had the hand-drawn smiley face from her and she said to be sure and come in again. So, I asked her if she liked working there and she said YES! I then asked her if she would consider working as a service advisor at my client’s shop. BOOM she said yes, she thought that would be great. So, the next day she showed up and interviewed and my client was shocked.

I see service advisors in convenience stores, shoe stores, restaurants, bars, motels — I see them everywhere. The only deal is that they don’t know they are service advisors. They are truly everywhere. Try to not see only what you want to see. Broaden your search and find that personality and I believe you will be happy with the results.



The ATI Way

Fundamental #7: Continuously improve everything you do

Constantly evaluate and reevaluate every aspect of your job. Don't be satisfied with the status quo. The most successful people and organizations are in a never-ending pursuit of improvement.

From Ashley Poligardo-Lehr, Client Fulfillment Administrative Manager

To improve and consistently develop, think about things throughout the day that you can do out of routine. Stop making excuses – instead, face your tasks head on. Don't be afraid to ask for help if there is something you don't know. You can't improve yourself nor your work if you get stuck in your habits. Sometimes we get so comfortable with what we do or how we do something, it gets hard to see the things we could do to better ourselves. We do a lot of the same things every day and it becomes mindless work. There is always room for improvement in everything that you do.



DON'T FORGET TO TAKE INVENTORY

Kim Hickey, ATI Coach

As 2018 comes to a close, I encourage you to take inventory. You are probably thinking about your parts inventory. Yes, it is very important to count all your parts and fluids and nuts and bolts for accounting and tax purposes. It is also important to take inventory of all your equipment. It should be photographed and catalogued for insurance purposes, and also a good hard look should be taken at your equipment's life expectancy. Will you need to be replacing any pieces for 2019, and/or will any additions of new equipment be needed?

Take inventory of your staff. Not only of how many labor hours inventory they produced, but also the training they need and when they need to test/re-test for their certifications. Review their goal posters and take inventory of their goals. Give them time during work hours to update their goal posters for 2019.

Take inventory of your insurance. When was the last time you reviewed your policies? When was the last time you looked at the beneficiaries and the coverage? Do you need to increase the coverage amounts or make any changes?

Take inventory of your accomplishments for 2018. Celebrate your victories. If you didn't achieve all that you wanted to, take inventory of that as well. Be honest, and write down what got in your way. Make a plan to ensure the same doesn't happen in 2019.

Take inventory of both your physical and mental health. Are you eating properly? Are you getting enough sleep? Are you doing something other than running your business? Do you do things that bring you joy? Do you stop and smell the proverbial roses?

While all of that is important, there are other inventories you should take that are even more important. Take inventory of your home life. Are you spending as much time with your loved ones as you could? And when you are, is it quality time? Are you really there with them, in the moment?

Take inventory. Take inventory of all the things you should be grateful for. Starting right this minute, take inventory of how you want to spend each and every day, for the rest of your life.



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