

ATI | ShopTalk

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UPCOMING CLASSES

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

- 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

March

- 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 Shop Owner Course Part 4 - Staffing and Hiring
- 11, 12 Collision Owners Course Part 4 - Staffing and Hiring
- 27, 28, 29 Shop Owners Course Part 5 - Succession Planning
- 27, 28, 29 Collision Owners Course Part 5 - Succession Planning
- 28, 29 Service Advisor Course Part 2 - ATI's 7 Step Process



Getting the Best Performance From Your People

By Eric Twiggs, ATI Coach

"If your actions inspire others to dream more, learn more, do more, and become more, you are a leader." -John Quincy Adams

A shop owner named "George" was meeting with his general manager, named "Ed."

Normally, they would have their Monday one on one meetings at George's office, but this particular day was different. George decided that a field trip was in order.

He took Ed out to this gorgeous field. As they walked, George pointed to the blue ocean to their left.

As they continued to walk, he directed Ed's attention to the breathtaking mountains to their right.

He took Ed by surprise when he stopped in the middle of the field to make the following statement: **"Ed, if you keep working hard for another five years, everything you see here, all the mountains, all the ocean, and all the land, will one day be mine!"**

Here's what George failed to realize: **Your employees do things for their reasons, not yours!** Like Ed, they're wondering, **"What's in it for me?"**

I can imagine that on the ride back to the office, George had Frank Sinatra's classic lyrics, **"I Did It My Way,"** playing on his CD player! The problem with singing this tune is that it can lead to disengagement.

A 2012 Gallup study found that **only 13% of the surveyed workplace population was actively engaged in their work.** 63% reported being disengaged, and 24% reported being actively disengaged! That's a total of 87% (63+24) of employees who are disengaged on some level.

If your goal is to get the best performance from your people, the first step is to get clear on what that looks like.

The Holy Grail of Employee Engagement

The "holy grail" of employee engagement is **discretionary effort.** This term was coined by Aubrey Daniels in his book **"Bringing Out the Best in People."**

He describes discretionary effort as the level of effort that isn't required, but could be given by employees if they were motivated to do so.

Coming to work and leaving at the time posted on the schedule is required. But the service manager who comes in early to knock out the paper work, and stays late to shuttle your customer, is an example of someone giving discretionary effort.

The actively engaged employee is the one who goes the extra mile. Based on the math from the math from the earlier mentioned study, **a shop with eight employees only has one person who's actively engaged. (1/8=13%)** The other seven (7/8 =87%) are doing **just enough** to stay employed!

As a customer, would you want someone who's doing **"just enough"** to service your **Jaguar?** Would you want someone who's doing the **"bare minimum"** to work on your **Bentley?** Stay with me to discover what

you can do to inspire discretionary effort, and get the best performance from your people.

Change Your Focus

I was recently attending a social event with a group of friends from college. Towards the end, we decided to use my phone to take a group photo.


The plan was for someone from another group to take the picture, and to then immediately return my phone.

The photographer took our photo as planned and returned my phone to one of my friends in the group. After several minutes, the first friend passed it to the next friend who took several minutes before passing it on. What was taking so long?

As the phone was finally getting to me, I realized what was causing the delay. **Each person in the group was looking for their individual face in the crowd.**

By looking for themselves in the photo, they were **viewing the picture based on their perspective.**

Have you ever been guilty of only seeing yourself when you look at your shop? Here are some ideas to help you change your focus:



- 360 Degree Survey** – Have your employees complete an anonymous 360 Degree Survey to **get their perspective** about what shop leadership does well and what needs to be improved.
- Three Ups/Three Downs** – At the end of each meeting, pass out sheets of paper to each attendee. On the front, have them write down three things they like about you/shop, and three things that need improvement.
- Monthly Goal Poster Review** – In most shops, doing a goal poster is merely a compliance exercise. Take the next step by scheduling one day out of every month to review the progress your people are making with their goals. **Get their perspective** on what you can do to help with achievement.

So, there you have it. **Conducting 360 Surveys, doing the Three Ups/Three Downs exercise, and reviewing goal poster progress** on a monthly basis, will help you to change your focus. **This change in focus can inspire discretionary effort, and allow you to get the best performance from your people.**

Sincerely,
Eric M. Twiggs
www.autotraining.net

PS. Email me at etwiggs@autotraining.net to get my latest example of a 360 Survey that you can use to get their perspective and change your focus!



CONCLUSION



DRIVING PROFITS & DREAMS HOME

Announces...

**New
Preferred
Supplier,
EasyPay
Finance**



[Automotive Training Institute \(ATI\)](#), a leading automotive business coaching and training company for shop owners, announced that [EasyPay Finance](#), a company that provides finance options for retailers and auto repair shop customers, will join its list of preferred national suppliers. The list which includes resources for marketing, printing, healthcare, and now lending, is shared with shop owner members to help them select reliable vendors for necessary business services.

With consumers finding it harder than ever to pay for emergency repairs, the need to offer customer financing that covers both labor and parts has never been higher. In fact, a recent [Federal Reserve report](#) found that, "Forty-six percent of adults say they either could not cover an emergency expense costing \$400 or would cover it by selling something or borrowing money." ATI's relationship with EasyPay Finance helps spread the word to auto shop owners that there are options available for customers struggling to cover repair costs.

"One of the most common questions from our members is how to address customer price objections. It's a persistent problem for auto repair shop owners and is often rooted in the customer's inability to pay. Now our members have another solution to recommend to their customers for such cases" said Bryan Stasch, ATI's VP of Client Fulfillment.

Both companies will collaborate to bring awareness of EasyPay's finance options to ATI's members beginning November 15th. "We are most thrilled about this relationship because our services are tailored specifically for the auto shop industry which brings a unique value to ATI's members" said Mary Jones, President of EasyPay.

EasyPay representatives will be featured in a series of webinars and be onsite to answer questions at [ATI's SuperConference](#) in San Antonio on March 20-23, 2019.



Stay in Touch With The 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



Quest for Excellence

ATI'S BEST OF THE BEST

2018

Top Shop Quest for Excellence 2018

Brian Stasch, ATI Vice President



Our coaches have been working diligently to identify their individual top members, yielding a list of 150 highly qualified contenders. Of these, our management team and review board will do a close comparison of how each shop stacks up in all aspects of the ATI program and overall business. From these original picks, we will have three additional cuts that will determine the Top 25 finalists. Then, at SuperConference 2019, we will announce our Top 12 finalists representing the very best ATI shops.

ROUND 1

Shop	Location
59 Auto Repair	Plainfield, IL
ABC Auto Care	Ventura, CA
Accurate Automotive	Mesa, AZ
Advanced Automotive Performance	Uxbridge, MA
Affordable Auto Repair, Inc.	Murrieta, CA
AG Automotive	Portland, OR
American Import Auto, Inc.	Venice, FL
ARS Truck & Fleet Service	Newport, DE
Auto Check #19	Katy, TX
Auto Stop 1	Arlington, VA
autoTECH	San Ramon, CA
Autotek Auto Repair	Greenwood Village, CO
Babcock Auto Care	Rochester, MN
Ben Nielsen's Skyline Automotive	Falls Church, VA
BG Automotive, Inc.	Fort Collins, CO
Bradham Automotive	Alexandria, VA
Brazelton Auto	Houston, TX
Browns Automatic Transmission Service	Newark, OH
C&M Auto Service, Inc.	Morgan Hill, CA
California Autohaus	Encinitas, CA
Campus Automotive Inc	Blacksburg, VA
Carbondale Car Care Inc.	Carbondale, CO
Cardinal Plaza Shell	Springfield, VA
Carmine's Import Service	Kernersville, NC
Cars Muffler & Automotive	Redondo Beach, CA
Caton Auto Clinic	Catonsville, MD
Central Florida Transmission Repair	Orlando, FL
Community Car Care	Alexandria, KY
Crabtree Automotive Inc.	Albany, OR
D & R Intensive Car Care	Statesboro, GA
Danco Transmission & Auto Care	Fairfield, OH
Darrick's Preferred Auto	Blooming Prairie, MN
Dave's Valley Auto Clinic Inc.	Auburn, WA
D'Avico's Auto Repair	Wayne, PA
Diesel Pickup Specialists, Inc.	Inman, KS
Direct Truck & Auto Repair	San Bernardino, CA
Don's Auto Repair Inc.	Cincinnati, OH
Dr. Tire	Estill, SC
Electric Laboratories, Inc.	Fresno, CA
Engle Automotive	Loveland, CO
Escondido German Auto	Escondido, CA
Eurasian Auto Repair	San Antonio, TX
Euro Spec Motoring	Los Angeles, CA
European Auto Solutions	Waltham, MA
European Road And Racing	North Charleston, SC
Express Auto Service - Fredericksburg	Fredericksburg, VA
Farmington Motor Sports	Farmington, CT
Ferber's Tire & Auto Service, Inc.	Ashland, VA
Fifth Gear Automotive	Lewisville, TX
Finsanto LLC	San Antonio, TX
Fleet Management Services, Inc.	Commerce City, CO
Fleming Tire & Auto Service, Inc.	Mars, PA
Frank's Servicercenter	Southampton, PA
Friendly Automotive Service & Repair	Tucson, AZ
G & C Tire & Auto Service - Chantilly	Chantilly, VA
Georgetown Interstate Transmission & Auto Repair	Georgetown, TX
German Auto Works	St Louis Park, MN
German Performance Options	Nashville, TN
Gil's Garage Inc.	Burnt Hills, NY
Golden Triangle Auto Care	Denver, CO
Good Works Auto Repair LLC	Tempe, AZ
Graham Auto Repair	Graham, WA
Haglin Automotive, Inc.	Boulder, CO

Shop	Location
Harvey's Autotech	Corona, CA
Hayes Automotive	Longmont, CO
Hillmuth Auto Care - Clarksville	Clarksville, MD
Hillmuth Auto Care - Columbia	Columbia, MD
Hoffmann Automotive	Davis, CA
Hollin Hall Automotive	Alexandria, VA
Hooze 4X4, Inc.	Ham Lake, MN
Injected Engineering	Kennesaw, GA
inMOTION Auto Care	Lincoln, NE
Integrity First Automotive	West Jordan, UT
Japanese Auto Master, Inc.	Virginia Beach, VA
Jay's Automotive	Eaton, CO
Jewell Auto	Fort Worth, TX
JJ's Auto Care	Jacksonville, FL
Joe's Garage, LLC	Eugene, OR
Kelly Automotive Inc	Gilbert, AZ
Ken's Automotive & Transmissions	Frederick, MD
Koch Auto Parts & Service, Inc.	Batesville, IN
Krietz Auto	Frederick, MD
Lake Arbor Automotive & Truck	Westminster, CO
Ledom's Performance Equipment & Diesel Repair	Colorado Springs, CO
Lee Hill Auto Service	Fredericksburg, VA
Leo & Son Garage	Bellflower, CA
LexTechs of Atlanta Decatur	Decatur, GA
Long Beach Autohaus	Long Beach, CA
Mac's Service Center	Ashland, VA
Masters European & Japanese Auto	Mill Valley, CA
Matthey Automotive	Collingswood, NJ
Maxi Auto Care	Jacksonville, FL
McCormick Automotive Center	Fort Collins, CO
McDonnell's Automatic Transmission Specialists	Livingston, MT
McSwain Automotive	Rockwall, TX
Midwest Performance Cars	Chicago, IL
Millar's Point S Tire & Auto Service	Canby, OR
Milstead Service Center LLC	Conroe, TX
MINHS Automotive	Brooklyn, NY
Mitch Smith Auto Service & Sales LLC	Anderson, IN
Morrison's Auto-Rite, Inc.	Jamaica Plain, MA
Murphy's Autocare	Beavercreek, OH
Muskego Tire & Auto	Muskego, WI
Norm The Tire Man	Bentonville, AR
OK Tire and Automotive	Sacramento, CA
Oriskany Garage Tire & Auto Service	Utica, NY
Parker Automotive	Tucson, AZ
Paul Campanella's Auto & Tire Center	Wilmington, DE
Paul Campanella's Pike Creek Automotive	Wilmington, DE
Plymouth Auto & Tire Center	Plymouth Meeting, PA
Precision Auto	Germantown, MD
Pro Auto Care	Denver, CO
Procter Automotive	Abilene, TX
Raceway Lube Plus	Centennial, CO
Randy's Automotive Service	Medfield, MA
Ray & Dana's Inman Auto Care	Colonia, NJ
Ray-A-Motive	Bellflower, CA
Redhawk Auto Service	Temecula, CA
Reno Vulcanizing Auto Care	Reno, NV
and Tires - Plumb Lane	
REVOLUTION Mercedes-Benz and	
Smart Specialists	Decatur, GA
Rick and Ray's Auto Plaza	Fort Worth, TX
Rising Sun Motors	College Park, MD
Rob'e Mans Automotive Service	Birmingham, AL
Rocha's Automotive, Inc.	Fortuna, CA

Shop	Location
Rod's Japanese Auto Care	Bellingham, WA
S&S Auto Repair	Chattanooga, TN
Sacramento Specialty Automotive	Sacramento, CA
Scott's Automotive & Service Center Inc.	Fort Collins, CO
Shade Tree Auto	Grimes, IA
Silver Lake Auto & Tire Centers	Oconomowoc, WI
Sloan's Automotive	Orlando, FL
Stan's Auto Service	Loveland, CO
Strictly Diesel	Phoenix, AZ
Superior Auto Service Center	Frederick, MD
Taylor's Auto Service	Chapin, SC
Terry's Service Center	Nashville, TN
Tommy's Hi Tech Auto	Denton, TX
Toole's Garage	San Carlos, CA
Town & Country Auto Repair	Dayton, OH
Trans-O-Mex	Cicero, IL
Tri Star Automotive	Tyrone, GA
Triangle Motors	Frederick, MD
Van Dam Auto & Truck Repair	Mokena, IL
Village Automotive Center	Setauket, NY
Walt Eger's Service Center	Severn, MD
Werner's Mercedes & BMW	Salt Lake City, UT
West Town Monona Tire / Auto Service Center	Madison, WI
Westlake Independent Auto Center	Westlake Village, CA
Westside Auto Pros	Clive, IA
Wilton Auto & Tire Center	Wilton, CT
WOW Auto Care	Poway, CA

ROUND 2 Top 75 List of Top Shops

Shop	Location
Accurate Automotive	Mesa, AZ
ARS Truck & Fleet Service	Newport, DE
Auto Stop 1	Arlington, VA
Babcock Auto Care	Rochester, MN
Ben Nielsen's Skyline Automotive	Falls Church, VA
BG Automotive, Inc.	Fort Collins, CO
Bradham Automotive	Alexandria, VA
C&M Auto Service, Inc.	Morgan Hill, CA
Carbondale Car Care Inc.	Carbondale, CO
Cardinal Plaza Shell	Springfield, VA
Carmine's Import Service	Kernersville, NC
Caton Auto Clinic	Catonsville, MD
Crabtree Automotive Inc.	Albany, OR
Danco Transmission & Auto Care	Fairfield, OH
Dave's Valley Auto Clinic Inc.	Auburn, WA
Don's Auto Repair Inc.	Cincinnati, OH
Escondido German Auto	Escondido, CA
Eurasian Auto Repair	San Antonio, TX
Euro Spec Motoring	Los Angeles, CA
European Road And Racing	North Charleston, SC
Farmington Motor Sports	Farmington, CT
Ferber's Tire & Auto Service, Inc.	Ashland, VA
Fifth Gear Automotive	Lewisville, TX
Frank's Servicercenter	Southampton, PA
German Auto Works	St Louis Park, MN
German Performance Options	Nashville, TN
Golden Triangle Auto Care	Denver, CO
Graham Auto Repair	Graham, WA
Haglin Automotive, Inc.	Boulder, CO
Hillmuth Auto Care - Clarksville	Clarksville, MD
inMOTION Auto Care	Lincoln, NE
Integrity First Automotive	West Jordan, UT
Japanese Auto Master, Inc.	Virginia Beach, VA
JJ's Auto Care	Jacksonville, FL



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AUTO
U.S. POSTAGE PAID
ROSEVILLE, MI
PERMIT NO. 35

Shop

Joe's Garage, LLC
Kelly Automotive Inc
Ken's Automotive & Transmissions
Krietz Auto
Lake Arbor Automotive & Truck
LexTechs of Atlanta Decatur
Masters European & Japanese Auto
McCormick Automotive Center
Milstead Service Center LLC
MINHS Automotive
Morrison's Auto-Rite, Inc.
Murphy's Autocare
Muskego Tire & Auto
Parker Automotive
Paul Campanella's Auto & Tire Center
Paul Campanella's Pike Creek Automotive
Plymouth Auto & Tire Center
Precision Auto
Randy's Automotive Service
Ray & Dana's Inman Auto Care
Redhawk Auto Service
Rising Sun Motors
Rob'e Mans Automotive Service
Rocha's Automotive, Inc.
Rod's Japanese Auto Care
Sacramento Specialty Automotive
Scott's Automotive & Service Center Inc.
Silver Lake Auto & Tire Centers
Sloan's Automotive
Stan's Auto Service
Strictly Diesel
Terry's Service Center
Toole's Garage
Town & Country Auto Repair
Triangle Motors
Van Dam Auto & Truck Repair
Walt Eger's Service Center
West Town Monona Tire / Auto Service Center

Location

Eugene, OR
Gilbert, AZ
Frederick, MD
Frederick, MD
Westminster, CO
Decatur, GA
Mill Valley, CA
Fort Collins, CO
Conroe, TX
Brooklyn, NY
Jamaica Plain, MA
Beavercreek, OH
Muskego, WI
Tucson, AZ
Wilmington, DE
Wilmington, DE
Plymouth Meeting, PA
Germantown, MD
Medfield, MA
Colonia, NJ
Temecula, CA
College Park, MD
Birmingham, AL
Fortuna, CA
Bellingham, WA
Sacramento, CA
Fort Collins, CO
Oconomowoc, WI
Orlando, FL
Loveland, CO
Phoenix, AZ
Nashville, TN
San Carlos, CA
Dayton, MD
Frederick, MD
Mokena, IL
Severn, MD
Madison, WI

Westlake Independent Auto Center
Westside Auto Pros
Wilton Auto & Tire Center
WOW Auto Care
Westlake Village, CA
Clive, IA
Wilton, CT
Poway, CA

ROUND 3 Top 50 List of Top Shops

Shop

Accurate Automotive
ARS Truck & Fleet Service
Auto Stop 1
Babcock Auto Care
Ben Nielsen's Skyline Automotive
BG Automotive, Inc.
Bradham Automotive
C&M Auto Service, Inc.
Cardinal Plaza Shell
Carmine's Import Service
Caton Auto Clinic
Don's Auto Repair Inc.
Ferber's Tire & Auto Service, Inc.
Fifth Gear Automotive
Frank's Servicercenter
German Auto Works
Graham Auto Repair
Haglin Automotive, Inc.
Hillmuth Auto Care - Clarksville
Joe's Garage, LLC
Kelly Automotive Inc
Ken's Automotive & Transmissions
Krietz Auto
McCormick Automotive Center
MINHS Automotive
Morrison's Auto-Rite, Inc.
Murphy's Autocare
Parker Automotive
Paul Campanella's Auto & Tire Center
Paul Campanella's Pike Creek Automotive
Precision Auto
Randy's Automotive Service

Location

Mesa, AZ
Newport, DE
Arlington, VA
Rochester, MN
Falls Church, VA
Fort Collins, CO
Alexandria, VA
Morgan Hill, CA
Springfield, VA
Kernersville, NC
Catonsville, MD
Cincinnati, OH
Ashland, VA
Lewisville, TX
Southampton, PA
St Louis Park, MN
Graham, WA
Boulder, CO
Clarksville, MD
Eugene, OR
Gilbert, AZ
Frederick, MD
Frederick, MD
Fort Collins, CO
Brooklyn, NY
Jamaica Plain, MA
Beavercreek, OH
Tucson, AZ
Wilmington, DE
Wilmington, DE
Germantown, MD
Medfield, MA

Ray & Dana's Inman Auto Care
Redhawk Auto Service
Rob'e Mans Automotive Service
Rocha's Automotive, Inc.
Rod's Japanese Auto Care
Sacramento Specialty Automotive
Silver Lake Auto & Tire Centers
Sloan's Automotive
Stan's Auto Service
Terry's Service Center
Toole's Garage
Triangle Motors
Van Dam Auto & Truck Repair
Walt Eger's Service Center
West Town Monona Tire / Auto Service Center
Westlake Independent Auto Center
Wilton Auto & Tire Center
WOW Auto Care
Colonia, NJ
Temecula, CA
Birmingham, AL
Fortuna, CA
Bellingham, WA
Sacramento, CA
Oconomowoc, WI
Orlando, FL
Loveland, CO
Nashville, TN
San Carlos, CA
Frederick, MD
Mokena, IL
Severn, MD
Madison, WI
Westlake Village, CA
Wilton, CT
Poway, CA