

ShopTalk

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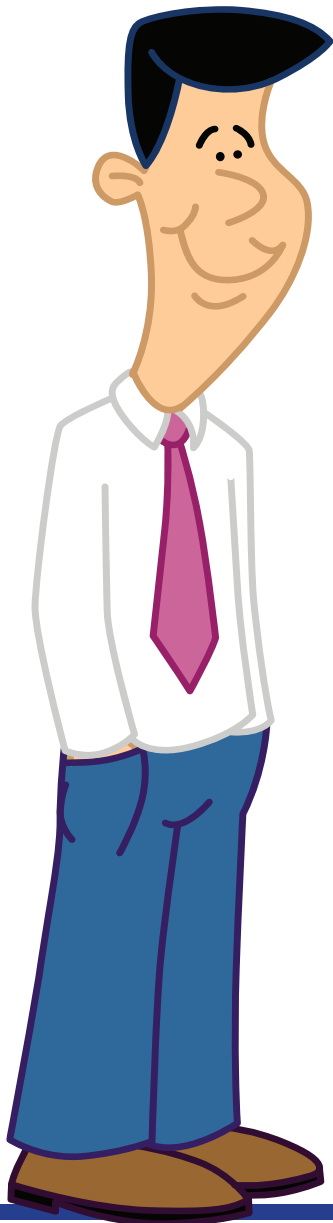
November 2013

SHUT UP!!

by Kim Hickey, ATI Coach

I first got into sales accidentally. I won't bore you with all the details, but almost the very first thing my mentor said to me was "When you ask the closing question, SHUT UP! Whoever talks first, loses!" It was a piece of advice that has withstood the test of time and has applied to every type of sales or negotiating situation I have ever been in.

I wanted to bring this to your attention, because one of the biggest mistakes I see at the counter is



that after you or your service advisor ask the closing question (if you even ask a closing question), if the customer even hesitates for a second, you or your service advisor fill the quiet space with things like "I can take \$50 off if you do it today," "I can take off shop supplies if you do it right now," etc. This is a huge mistake. It shows desperation on your part and a willingness to negotiate your prices, and it de-values the services you perform.

I had to purchase carpet last week. The salesman, John, came out to measure. When he was done measuring the three rooms, he sat down at my kitchen table to write up a quote. Whenever I am in this type of situation, I like to pay close attention to the salesperson's process. I am always eager to learn new techniques. I also try to guess what kind of a "closer" they are going to be. Will they approach it from an assumed sale perspective or? Anyway, John finished up his calculations and proudly told me how much my carpet would be, and what a great price it was because of the sale his company currently had going on. I did the very first thing I was taught by my mentor. I SHUT UP. I didn't say a word. I smiled, sipped on my water and just looked at John. After a few seconds, John started getting uncomfortable with the silence. Next he started getting fidgety. Another 30 seconds or so and he actually started sweating. Another 15 seconds or so and he opened his mouth to speak. I was prepared for him to throw out a lower price. John resisted that and instead asked for a paper towel which he used to start blotting his visibly perspiring forehead. I continued to sip my water and smile. In shortly after a minute and a half, John broke. A little over a minute may not seem like a long time to you, but to a salesperson wanting to close a deal, it is the equivalent of measuring age in dog years. John then made a huge mistake. He broke the silence with "Mrs. Hickey, does this price seem like the amount you had budgeted for your carpet in your head?" I of course replied "No, it does not." Again, I shut up. Silence. John looked at that point like he was going to pass out. Again, I smiled and sipped my water. John had no choice then but to ask "What was the amount that you had in your head?" It was then, that just for the heck of it, I threw out a price \$500 less than he told me. Without skipping a beat, he said "OK, I can do that."

The truth is, the original price John gave me was a fair one. With the sale, it was actually a very good price that I would have easily paid without any regrets. I wound up paying a ridiculously low price for three rooms of carpet, and would have paid easily \$600 more. The other factor to this is that John gave up that \$500 so quickly, I was mad at myself that I didn't ask for more. It made me think "If he took off \$500 just like that, how much is he making off

this?" (I already know that carpet has a huge markup, but still, it left me wondering just exactly how much more I could have gotten off.) I also made a mental note that next time I am buying carpet from John, I am going to lowball him even more.

Sometimes, the customer on the other side of the counter is silent for a few seconds just because they are thinking. There is a lot to consider when you have to make arrangements to have your vehicle repaired or serviced. How will they get home, what did they have on their schedule that they might need the car for, will they have to transfer money, etc. When you shut up, not only does that give them a moment to process what needs to occur, but it also allows them time to tell you what their possible objections are: it could be time, doubt, lack of understanding about what has to be done, money, a ride, etc. It is at that time that you can speak and address their objections.

The thing is, John choked. John didn't shut up. I would like you to think about how many times something similar may have happened at your shop. I would also like you to think about the lasting impression it leaves on your customers about pricing and value. **ATI**

ATI Top 150 Shops

by Bryan Stasch, ATI Vice President

As a shop owner, you know your employees love recognition and praise. And we think you deserve the same! ATI is proud to kick off the Top Shop 2012 Awards program – which acknowledges the efforts and courage our clients have demonstrated in making the necessary changes to their businesses, maintaining what has been built and ensuring continued growth.

On Saturday, March 15, at SuperConference 2014, we'll name the Top 12 Shops and ATI's Top Shop 2013. We'll also tip our hats to individual performance award winners, Alumni award winners and 20 Group award winners. Finally, ATI Vice President Bryan Stasch will announce ATI's Humanitarian of the Year – that shop owner selected by his or her peers as making an outstanding contribution to the world by giving both time and heart to those less fortunate.

During the next several months, we will narrow the field from the first 150 finalists (shown here) to the final dozen. You can follow the elimination rounds and learn all about the broad range of criteria we measure to determine our winners in the Client Media Resource Center.

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ATI Top 150 Shops

Continued from page 1

Game on! And congrats to our first 150 finalists!

Shop Name	State
Accurate Automotive	AZ
Active Green + Ross – Ajax	ON
Active Green + Ross – Pickering	ON
Active Green + Ross – #2	ON
AG Diesel Repair	OR
All Around Auto Care	CO
American Fleet Service	VA
Auburn Foreign Car, Inc.	VA
Auto Check	TX
Auto Check One	TX
Auto Stop	VA
Ayers Automotive Repair	CA
Babcock Auto Care, LLC	MN
Bear Alignment & Brake Service	CA
Beck Automotive	WI
Bennett's Automotive	TN
Bimmerworks	PA
Bob Andrews Motors, Inc.	SC
Bob's Main Street Auto & Towing	WI
Bradham Auto Electric Service, Inc.	VA
Bransfield Motor Company	MD
Bridgetown Automotive	OR
Burke Centre Automotive	VA
Butler Tire South Side, Inc.	MD
C & M Auto Service, Inc	CA
Campus Automotive Inc.	VA
Carbondale Car Care, Inc.	CO
Cardinal Plaza Shell	VA
Centerville Service Center, Inc.	OH
Century Automotive & Transmission	TX
Christian Brothers Automotive	TX
Community Car Care	KY
Dave's Ultimate Automotive – Central	TX
Dave's Ultimate Automotive	TX
D'Avico's Auto Repair, Inc.	PA
De Pere Auto Center, Inc.	WI
Darrick's Preferred Auto, Inc.	MN
Diesel Plus, LLC	GA
Doc Auto, LLC	CA
East Ridge Transmission	TN
Electric Laboratories, Inc	CA
Emory Transmissions	PA
Empire Automotive, Inc.	CA
Eurasian Auto Repair	TX
European Auto Solutions	MA
Exotic Car Service, LLC	CA
Far East Motors, Inc.	MD
Farmington Motor Sports	CT
Ferbers Tire & Auto Service	VA
Fifth Gear Automotive	TX
Finsanto Automotive	TX
Fox Run Auto	DE
Frank's Servicenter, Inc	PA
G&C Tire & Auto Service	VA
George's Sierra Shell	CA
Gil's Garage	NY
Good Works Auto Repair, LLC.	AZ
Graeves Auto & Appliance	MD
Haglin Automotive, Inc.	CO
Hanover Lube & Brake Center	CA
Havers Bros Inc	NE
High-Tech Auto & Truck	VA
Hill Tire Centers	SC
Hillmuth Automotive – Clarksville	MD
Hillmuth Automotive – Columbia	MD
Hillside Auto Repair	CA
Hoffmann Automotive	CA
Hogan & Sons, Inc. – Herndon	VA
Hogan & Sons, Inc. – Leesburg	VA
Hogan & Sons, Inc. – South Riding	VA
Hogan & Sons, Inc. – Fairfax	VA
Hogan & Sons, Inc. – Sterling	VA
Hollin Hall Automotive	VA
Honda Haven	TN
Impact Fleet Service, Inc.	OH
Jack's Brake and Alignment and Service	IA
Jeff's Automotive	PA
Jim's Auto Clinic, LLC	OH
Joe's Garage, LLC	OR
John's Auto Care Center	ID
Kelly Automotive	AZ
Ken's Muffler & Brake, Inc.	CO
Kleyn Mobile Repair, LLC	MI
Krietz Auto Repair, Inc.	MD

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Tools of the Trade

What Do You Do to Lock Your Customers to You So They Ignore Your Competitor? Part II

by Geoff Berman, ATI Coach/Instructor

Last month I talked to you about how the Auto Advantage Card can help keep your customers loyal to *only you*. Today I want to share how the **Oil Change Punch Card** can do the same. This is a hard plastic keychain card that has four or five oil changes on it. Once they are all punched, the next one is free. That will take about 20 percent off the price of each oil change and give them a reason to keep coming back to you and *only you*. It also creates a perfect opportunity to schedule their next service appointment.



The card should be specific for each vehicle they own. That said, you will be happy to give them more cards for the other vehicles in their household, as well as cards to give to friends or neighbors. If you like the idea and want to learn more, go to your portal, to the **Resource Center**, and to the **ATI Marketing Tool Box**. Once in the **Tool Box**, click on **Customer Incentives** and scroll about halfway

down. There you will see the **Oil Change Punch Card** and can place your order. If you need further assistance, ask your coach or contact Jennifer at FSR. She will be happy to assist you. She can be reached by email at customerservice@fsr1.com or by phone at 434-973-4152.

Shop Owner Options:

- [Shop Owner Home](#)
- [Message Post](#)
- [Resource Center](#)
- [Referral](#)

Then click here



Click here

Sam's Corner

Motivate You and Your People!!

One of the best motivational tools we have used this year at ATI has increased our energy and simply made us feel good about ourselves. We called it The Big Loser Contest; however, you could name it anything you wanted to, and it is easy to do. It was much more than just a weight loss contest because we included nutrition, strength and cardio education for the folks that wanted to play. Regardless of how many pounds you would like to shed when you exercise, the exercise makes you feel great, allows you to work harder and smarter, and removes stress from the day-to-day grind of work.

On day one at ATI, you all met Reed Melis, who teaches accounting. He has offered to help you set the contest up with the help of our personal trainer, Gary Siegel from Fitness Matters Gym. Let's listen to how Reed accomplished this in his accounting firm.

You might wonder what an accountant does in the summertime when tax season is over: some play a lot of golf, others plan a long vacation. But not the accountant you have seen in the classroom. Reed Melis, like you, is a business owner. For his team of eighteen, he organized a "Biggest Loser Competition." The goal was to improve everyone's

health and to develop more team support. There were three teams of five employees, and each had a personal trainer from Fitness Matters Gym working with them twice a week, all done on the internet one-on-one. There was a prize for the winning team, a prize for first-, second- and third-place finishers (at the end there was a celebration). All the things your coach talks about to help motivate the team. The winner was determined based on percent of weight lost, to keep the competition even. Just about every week there was a different leader, and a different team also was leading. Over the eleven weeks, the members of the company taken all together lost 204.5 pounds, even though this was during summer vacation, with cookouts and pool parties. The winner lost 14 percent of his weight, and there were nine people that lost more than 7 percent of their weight. No employee gained weight. The members of the winning team lost a cumulative 44.7 percent of their weight. The excitement for Reed as a business owner came from hearing each team member talk about their workouts with the trainers, comparing what exercise they did. They supported each other's eating habits, encouraging healthy choices. A month has passed and everyone has essentially maintained their ending weight. We

have helped to make a life change as a company — and so can you!

It is a wonderful feeling to be able to fit into clothes you haven't been able to wear for years. Plus, hearing everyone's comments on how much better you look helps tremendously too, especially if you are recognition-dependent like me. Over the past two years I have lost more than 50 pounds, and I am in better shape than I was in my forties, although I am still holding on to my nickname "Chubby."

I would challenge each of our 20 Groups to assemble a team of at least five members to compete with the other groups. We could have the awards in Puerto Rico at the 2014 SuperConference! Or any ATI Alumni or Re-Engineering client could run their own contest with the help of Gary. This is a limited-time offer, so if you are interested you can contact Gary Siegel, our ATI Personal Trainer at 240-354-7565.

You will thank me when it's over!

C. L. Frederick

–Chubby



Your Biggest Fear Should Be... Nothing

by George Zeeks

ATI Team Leader, Instructor, Coach

The three biggest fears are spiders, snakes and the fear of heights. The next one is listed as

Agoraphobia:

- The fear of situations in which escape is difficult
- This may include crowded areas, open spaces or situations that are likely to trigger a panic attack



Interesting: "the fear of situations in which escape is difficult." It's meant to mean a physical escape, but what if we broadened this to include an emotional escape? A huge section of the population does not like confrontation and actively tries to avoid it. How does that apply to the shop owner? For some of you it's an everyday thing. If you own a business, a lot of you are stuck within the walls of your shop, and if the possibility for confrontation is within those same walls how can you escape? Let's throw some situations against the wall and see how many stick. How about the techs are making more money than you are, but you're afraid to change the compensation plan. Then we could mention that your staff is not doing what you want them to, but you're hesitant to say something because they might leave you. These are just two "situations" that you find yourself in, and the fear of having a shop without a crew is too much to bear, so you do nothing. Now of course the life that you have is not the life that you want but you

feel trapped. Read on and let's see if we can expose those fears for what they really are, imaginary.

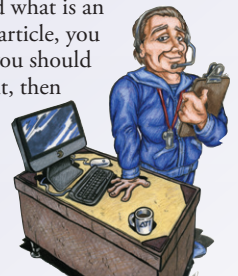
What do you do if you're afraid of snakes? You avoid places where you might see a snake. If you're afraid of heights, you probably will not stand on the ledge of a ten-story building. The key is avoidance. You avoid the situations that could possibly trigger your fears. Many of the shop owners that I work with deal with these exact problems mainly by avoiding them and rationalizing some reason that allows them to justify the decision. The problem is that by using faulty logic to make yourself feel better, you can't improve your shop, the profitability or your culture.

The first step is to stop making excuses for what is going on. I know it's hard 'cause I've been in the same position that you may find yourself in. Everyone deserves to be able to make a decent living, so when I say you need to change the compensation, that change has to be fair to all parties. The problem comes when the staff is overpaid and making more money than the shop can afford for the amount of work being done. We see it all the time and the two most likely outcomes are the shop going under or fixing the pay plan. Look at it this way, if the only reason your staff is working for you is the paycheck, then you already have issues. Ask yourself what you are doing to help make them better at their job. Do you offer training? Do you have a plan to develop each employee so they feel that working for you is good for their future? Do you praise them when they do a good job? When people leave to go work

somewhere else, money is rarely the only reason or even the biggest part of the reason. If your answer to the questions just above is no, then you need to work on those items as well as a new pay plan.

What if your staff is not doing the things that you want? Well, are the items reasonable? Have you discussed them with the staff and asked for their feedback? Have you set a clear standard of what you expect and then helped people to be accountable to it? One of the worst things is to come up with rules, put them in place and then ignore them. Just hoping that something good will happen doesn't get the job done. Once you know what you want, have you discussed it with the crew, gotten their feedback and suggestions, then put it into place and held everyone accountable? That includes you, by the way. Living with a situation that is making you miserable is just no way to live. Feeling like you're a hostage to your own shop is crazy.

Here's a big part of the problem. You probably can't fix this yourself. Your coach can help you with a fair compensation plan. Together you can do the math to have achievable standards for the production of the crew. You can both walk through how this transition is going to take place. This includes preparing for a member of the staff leaving. It's not the end of the world and if things have been bad long enough, it's most likely going to happen. You're not in this alone, but you have to recognize what is real and what is an excuse. If at the end of this article, you find yourself wondering if you should be doing something different, then you probably should. Talk to your coach or you can talk to me. Either way, we are here to help you reach for your dreams.



Take Off (up to 15%) with Southwest!

Southwest Airlines, ATI's preferred air carrier, is providing ATI clients with two ways to save on their ATI-related travel expenses. But these are limited-time offers, so you must act quickly!

For class-related travel in and out of Baltimore. ATI clients can receive an 8% discount on Business Select fares or a 5% discount on Anytime fares. You must book your travel between 9/15/13 and 12/31/13 to take advantage of this particular offer.

Find all the details for these class-related travel discounts on the ATI site's "Contact Us/Travel & Lodging Information" page.

For travel to and from SuperConference 2014. ATI clients can save 15% in Business Select (K) and Anytime (Y) fare classes or 5% in select Wanna Get Away public fare classes.

For these discounts, you must book your travel between 9/15/13 and 3/5/14, and travel must occur between 3/9/14 and 3/19/14. The discount for K and Y fare classes is not applicable for bookings made within two weeks of travel date.

This discount also offers bonus Rapid Reward points, so you may want to consider joining that program if you intend to use Southwest as your own preferred carrier.

Find all the details for the SuperConference discounts on the SuperConference 2014 website:

www.autotraining.net/superconference14.

Fitness Matters A Series by Gary Siegel, Fitness Matters Gym

Four Ways to Eat Healthier While Watching Football

Eating and football just go together! But that combination doesn't have to result in weight gain.

- 1. Drink water.** Water provides zero calories, will help keep you hydrated and will keep your food intake in check.
- 2. Keep plenty of raw cut-up veggies available.** Snacking on high-fiber, low-calorie and low-sodium vegetables is always a great idea.



- 3. Enjoy smaller, healthier sandwiches.** Prepare sandwiches on whole wheat pita bread or flax seed wraps. Cut the sandwiches into quarters.

- 4. Invest in an air popcorn maker.** Three cups of air-popped popcorn is less than 100 calories. Add in a little garlic powder for sodium-free flavor. Score!



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www.fitnessmattersgym.biz **Gift Certificates Available**



Your Available Training Programs for December 2013 and January 2014

December 2013					
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday/Sunday
					1
2 Service Advisor Part 1	3 Service Advisor Part 1	4 Shop Owner Part 1	5 Shop Owner Part 1	6 Shop Owner Part 1	7/8
9	10	11 Shop Owner Part 2	12 Shop Owner Part 2	13 Shop Owner Part 2	14/15
16 Service Advisor Part 2	17 Service Advisor Part 2	18 Shop Owner Part 3	19 Shop Owner Part 3	20 Shop Owner Part 3	21/22
23	24	25	26	27	28/29
30	31				

January 2014					
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday/Sunday
		1 New Year's Day	2	3	4/5
6 Service Advisor 1 of 4	7 Service Advisor 2 of 4	8 Shop Owner 1 of 9	9 Shop Owner 2 of 9	10 Shop Owner 3 of 9	11/12
13 Service Advisor 3 of 4	14 Service Advisor 4 of 4	15	16 Master Mind California Service Advisor 1 of 4	17 Master Mind California Service Advisor 2 of 4	18/19
Staffing & Hiring 1 of 2	Staffing & Hiring 2 of 2	22 Shop Owner 6 of 9	23 Advanced Sales	24 Advanced Sales	25/26
20 Shop Owner 4 of 9	21 Shop Owner 5 of 9	29	30	31	
27 Service Advisor 1 of 4	28 Service Advisor 2 of 4				

ATI Top 150 Shops

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Kwik Kar Auto Service & Repair TX
 Lake Liberty MD
 Larry's Auto & Truck Repair ON
 Lee Hill Auto Service VA
 Mac's Service Center WV
 Mac's Service Center, Inc. VA
 Main Street Tire & Auto Specialists, Inc. VA
 McCracken Automotive Service, Inc. MA
 MD Automotive TX
 Meyers Auto Tech, Inc. WA
 Milstead Car Care TX
 Minhs Auto Care, LLC. NY
 Murphy's Autocare, Inc. OH
 Napa Tire, Inc. CA
 Norm the Tire Man AR
 Paul Campanella's Auto & Tire Center DE
 Penners Tire & Auto, Inc. NE

Performance Plus CO
 Pete's Automotive CA
 Platt's Performance Plus, Inc. NJ
 Plymouth Auto Repair PA
 Precision Auto MD
 Procter Automotive TX
 Pullen's Garage NJ
 Quality Motors CA
 Ray & Dana's Inman Auto Care NJ
 Ray-A-Motive CA
 Redhawk Auto Service CA
 Rieger Motor Sales IL
 Riverside Tire TX
 Rob'e Mans Automotive Service AL
 Rocha's Automotive CA
 RPM Automotive, Inc. GA
 Sargeant Service Center FL
 SAS German Auto CA
 Settle Tire VA
 Shadow Mountain Auto Service AZ
 Shirlington Service Center, Inc. VA

Silver Lake Auto Center WI
 Simon's Auto Service, Inc. OH
 Sparks Computerized Car Care IN
 Stan's Auto Service CO
 Steve's Auto Repair VA
 Strite's Garage PA
 Suburban Tire Company IL
 Sullivan's Tire Pros CA
 Superior Spring & Mfg Co CT
 Taylor Company BMW CA
 Techway Automotive AL
 Terry's Service Center, Inc. TN
 Tim's Auto Repair OR
 Tom Hodges Auto Sales & Service MD

Town & Country Auto Repair MD
 Triangle Motors MD
 V & F Auto Service, Inc. MA
 Village Automotive Center Inc. NY
 Virginia Automotive Service VA
 Walt Eger Service Center MD
 Wastler Auto Service LLC. MD
 Webster's Import Service NC
 Wells Automotive, Inc. MD
 Werner's Mercedes & BMW UT
 West Town Monona Tire, Inc. WI
 Westlake Independent Service CA
 Whitehall Shell MD
 Wilton Auto and Tire Center CT

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