

# ShopTalk



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December 2013

## ATI's Top Shop Quest Continues: Second Round Picks Are In!

By Bryan Stasch, Vice President

After announcing ATI Top 150 Shops last month, we have been working diligently to identify the Top 75 Shops. Two more rounds remain that will determine the Top 12 Shops of 2013.

Our management team and review board will do close comparisons of how each shop stacks up in all aspects of the ATI program and overall business performance.

Then, at SuperConference 2014, we will announce our Top 12 winners representing the very best ATI shops in North America.

Here are the Top 75 Shops:



Shop Name	State	Shop Name	State	Shop Name	State	Shop Name	State
Accurate Automotive	AZ	Eurasian Auto Repair	TX	John's Auto Care Center	ID	Rieger Motor Sales	IL
AG Diesel Repair	OR	European Auto Solutions	MA	Kelly Automotive	AZ	Rob'e Mans Automotive Service	AL
American Fleet Service	VA	Exotic Car Service, LLC	CA	Ken's Muffler & Brake, Inc.	CO	Rocha's Automotive	CA
Auburn Foreign Car, Inc.	WA	Far East Motors, Inc.	MD	Kleyn Mobile Repair, LLC	MI	SAS German Auto	CA
Auto Check One	TX	Ferber's Tire & Auto Service	VA	Krietz Auto Repair, Inc.	MD	Shadow Mountain Auto Service	AZ
Auto Stop	VA	Fifth Gear Automotive	TX	Lake Liberty	MD	Silver Lake Auto Center	WI
Ayers Automotive Repair	CA	Frank's Servicenter III, Inc.	PA	Mac's Service Center	WV	Simon's Auto Service, Inc.	OH
Bennett's Automotive	TN	George's Sierra Shell	CA	Mac's Service Center, Inc.	VA	Sparks Computerized Car Care	IN
Bimmerworks	PA	Good Works Auto Repair, LLC	AZ	Meyers Auto Tech, Inc.	WA	Strite's Garage	PA
Bob's Main Street Auto & Towing	WI	Graeves Auto & Appliance	MD	Milstead Car Care	TX	Taylor Company BMW	CA
Bradham Auto Electric Service, Inc.	VA	Haglin Automotive, Inc.	CO	Minhs Auto Care, LLC	NY	Terry's Service Center, Inc.	TN
Bransfield Motor Company	MD	Hanover Lube & Brake Center	PA	Murphy's Autocare, Inc.	OH	Uncle Dave's Auto Repair	TN
Burke Centre Automotive	VA	High-Tech Auto & Truck	VA	Performance Plus	CO	V & F Auto Service, Inc.	MA
Cardinal Plaza Shell	VA	Hillmuth Automotive - Clarksville	MD	Platt's Performance Plus, Inc.	NJ	Virginia Automotive Service	VA
D'Avico's Auto Repair, Inc.	PA	Hillmuth Automotive - Columbia	MD	Plymouth Auto Repair	PA	Walt Eger Service Center	MD
Dave's Ultimate Automotive		Hillside Auto Repair	CA	Precision Auto	MD	Webster's Import Service	NC
- Central	TX	Hogan & Sons, Inc. - Fairfax	VA	Procter Automotive	TX	Werner's Mercedes & BMW	UT
Emory Transmissions	PA	Hogan & Sons, Inc. - Herndon	VA	Pullen's Garage	NJ	West Town Monona Tire, Inc.	WI
Empire Automotive, Inc.	CA	Hogan & Sons, Inc. - Leesburg	VA	Quality Motors	CA	Westlake Independent Service	CA

### The Gift That Keeps On Giving

By Kim Hickey, ATI Coach



While it is a great idea to reward your employees for exceeding your expectations, it may not be the best course of action to do so via holiday bonuses. When I looked up synonyms for the word "bonus," I found words like gratuity, gift, present, prize and handout.

#### The Hidden Problem With Bonuses

Monetary bonuses given out during the holidays may be given with the best intentions, but they can often have a negative effect. Behavioral analysts refer to holiday bonuses as a "fixed-time schedule reinforcement," meaning that the bonus awarded to the employee is for the passage of time, not for achieving goals or increasing performance. Typically when companies give out yearly holiday bonuses, the employees tend to consider the "bonus" as part

of their compensation. They come to expect them. They start to view the yearly bonus as their right, instead of as their reward for a great job. Many employees rely on these bonuses to fund their own holiday endeavors. More often than not, the holiday bonus is not even used or enjoyed by the recipient. It is handed over to someone at home to be absorbed into the household budget, or used to pay extra bills.

And what happens if your company cannot afford to give out a holiday bonus one year? The possible side effects of that are many. One common side effect is that it can leave employees feeling that you didn't think they did a great job and that you haven't been happy with their performance.

#### It's All About Motivation

What about the employees that are not motivated by money? A holiday bonus won't do anything to engage or motivate them. For those employees that are motivated by money, how much of a bonus does it take to keep an employee motivated until the same time next year? What happens when the employee

thinks the dollar amount should have been more? Many employees actually get insulted if the holiday bonus amount is not up to what they think they are worth as an employee. You would be shocked if I told you the number of employees I have heard say "My holiday bonus was only \$XX, I would have rather not gotten anything."

What about the employees that *are* recognition motivated? What do you think the holiday bonus does to incentivize them when everyone in the company gets one, whether they go over and above or not? In most companies, the same dollar amount is given to groups of employees (for example, some companies decide bonus amounts by length of service or by departments). Imagine for a moment that you are an employee that always brings it every day, has a great attitude, does more work than asked, is always on time, etc.; and the person that comes in late, doesn't care about their appearance, only does the minimum of what is required of them and has a bad attitude, gets the same holiday bonus as you.

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# New Year's Resolutions

By Kim Hickey, ATI Coach

What better time to promote getting and keeping your customers' vehicles in shape than the new year? Typically, January 1 is when everyone makes their resolutions to get and stay in shape. It is a proven fact that January is the biggest month for new health club memberships. Gyms see an increase of 30 to 50 percent in January.

## Cross Promotion Offer

I have spoken with four of the big fitness chains, and they all told me they would be happy to do a cross promotion. Depending on the chain, they are willing to give from two-week up to 30-day memberships to you to give to your customers. Use the free membership as a way to demonstrate your desire to help keep them and their vehicle in shape. If they have XX services performed, you will give them a free gym membership. About two years ago, Coach Rick Johnson put together a cross promotion with Curves gym. He compared maintaining a woman's body to maintaining a vehicle and held a Women's Car Care Clinic. It would be super easy to put a New Year's twist on this.

## Annual Wellness Checkup

There are many ways you can jump on the New Year's bandwagon. Besides getting into shape, many people schedule an annual checkup with their

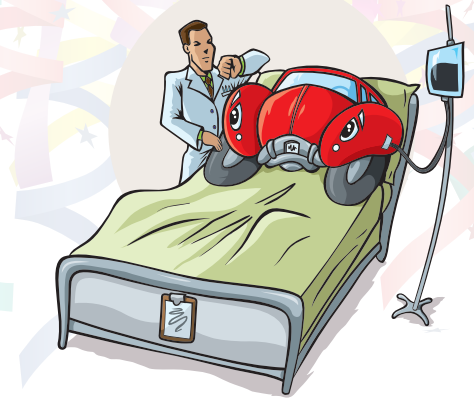
doctor. Think of all the times customers compare us to doctors. They should start out the new year with not only a well check exam for their body, but also one for the car. Perhaps the offer of a free wellness check for their car may interest some customers. Send out a postcard or email blast saying something to the effect of "Finally, a New Year's Resolution You Can Keep! Keep Your 'Baby' Properly Maintained!" Include a graphic of Baby New Year and a discount on maintenance services. To help keep your customers on track, this would be an excellent time to promote your prepaid maintenance and/or oil service programs.

## Use Social Media

An ongoing promotion that would be perfect for Facebook and other social media is to have a "New Year's Resolution Contest" for your customers (you could open it up to your employees as well). Have your customers write down a New Year's resolution and give it to you. Post them on Facebook, along with their progress. Offer prizes if they stick to it: maybe a free oil change at six months, and a grand prize of a \$100 gift card for the person who sticks to theirs the longest.

## Kim's Resolutions

As for me, I no longer make them. On the advice of someone I can't remember, I would write down my New Year's resolutions each year on a slip of



paper and then put it in the bottom of my Christmas stocking and pack it away. The idea was that when I unpacked my stocking the next year, I would have a moment of pride when I saw that I had accomplished my goal, and then I'd remove the piece of paper. All I wound up with after a few years was so much paper in my stocking that I hardly had any room for presents!!!!

## Here's More Help!

For a copy of Coach Johnson's Curves/Women's Car Care Clinic handout, you can email me at [khickey@autotraining.net](mailto:khickey@autotraining.net) or ask your coach. Here's to a safe, happy and prosperous 2014!

*May all your troubles last as long as your New Year's resolutions!* – Joey Adams

## Sam's Corner

# Meet Author David Houle at SuperConference 2014

## El Conquistador Resort in Puerto Rico March 12-15, 2014

America's leading futurist, David Houle, will be speaking at our SuperConference 2014. David will explain how we are at the end of the Information Age and entering the new era of transformation, as he discusses in his new book "Entering the Shift Age." This was Richard's and my favorite book of 2013 because business owners need to understand what is ahead of them through 2030, to better plan for growth and retirement.

David has often been called the "CEOs' futurist," having spoken to more than 2,000 CEOs and business owners on six continents. He has worked at NBC and CBS, and was part of the executive team that launched MTV, Nickelodeon, VH1 and CNN Headline News.

## The Shift Age

According to David, we are more independent than ever before. We are in control. There's no going back to the way things were. Reality is changing ever faster, and "Entering the Shift Age" is your guide to keeping up. Man-made developments — such as tools, machines and technology — defined previous ages, but the Shift Age will be defined by our own power of choice.

David argues that we are going through a major collapse of legacy thinking, eroding many of the thought structures that have defined the last 200 years of humanity. David identifies and explains the new forces that will shape our lives for the next 20 years — including remote workplaces, the cloud, 24-7 culture, speed-of-light connectivity, creativity and the influence of Millennials and Digital Natives.

In David's eye-opening presentation, he navigates this pivotal period in human history with clarity and anticipation, focusing on the power of the human consciousness and the direct influence we can have on everything from healthcare to media to education. This will be the presentation you won't want to miss, and it is not taught at ATI.

## Don't Miss El Conquistador!

SuperConference 2014 is almost sold out for our room block, so talk to your coach or call Helen Sullivan at extension 9127. We have had record early sign-ups for this year's venue, and it's easy to see why. Uniquely nestled on a cliff overlooking the Atlantic Ocean and the Caribbean Sea, El Conquistador presents legendary Waldorf Astoria luxury and service in enchanting and vibrant Puerto Rico. Take a short boat ride to private Palomino Island and enjoy a pristine beach, water

sports and casual café. Set sail from the private resort marina. Tee off and be challenged by unique elevation changes on the golf course. Slide, swim or float at the family-friendly water park.

This is also one of the only places in the U.S. where you can catch tarpon in March, which makes it very high on my list! Go scuba diving and marvel at the ocean life. Tour a rum distillery and museum. Savor 23 restaurants and lounges without having to drive!

## Take Action

Most important, spend time with the Top 150 shops from the 1167 ATI Alumni, and learn how they succeeded in making their shops the best in the USA. So, take action and call Helen at extension 9127 before there are no rooms available. Client satisfaction at these events is near 100 percent, so don't miss a chance to accelerate improving your shop in just four days!

*C. L. Frederick*

–Chubby



# SuperConference 2014

# Afraid? I Am Not Afraid!

By Brian Hunnicutt, ATI Management Consultant/Coach



One of our team leaders, George Zeeks, wrote an article about fear, where he listed the first through the third fears as spiders, snakes and heights. I am not one to contradict a peer, much less my boss, which the famous George

Zeeks happens to be. But, and you know it is a big Butt, I think he might be mistaken on this one issue this one time. But since he is probably out blowing up something, he will not even proofread this when I send it to him. So he won't know I threw him under the bus.

I might have a phobia (that is a big word for being afraid) about spiders since they are small and have all those legs and they are ugly to boot. I might not think that snakes with no legs are very charming either. I might even be inclined to stay in a nice plane instead of jumping out of it. But my biggest fear is change. It is the thing that I think most everyone is afraid of more than all the others combined.

## The Dreaded Word "Change"

Say the word change and I have seen fully grown men and women flinch like you clubbed them over the head like they were a baby seal. "Change" is the most dreaded word in the Webster dictionary. To prove it, everyone knows the definition of insanity is doing the same thing

and expecting a different result, yet still will not change. They would rather put their hand out on the desk and grab a hammer and smack themselves with it than change. When I mention change on the phone to one of my clients, I can smell the fear through the phone. Someone could drop a spider on them and they would not flinch compared to asking them to change.

## What Do You Fear?

Let us see what we have to fear. You are not getting the results you want and you know you need to change, so what is stopping you? The unknown? The chance of failure? Get real, go get in front of a mirror, look yourself in the eye and start getting comfortable with the idea of change. When you look at yourself in the eye and it is uncomfortable, it is supposed to be — you cannot hide from you. You know the truth, you know your fears, you know your weaknesses. Admit it and set yourself free. It really is fear of the unknown. It is your comfort zone calling and you are capitulating. Practice going to the mirror a couple of times a day and get comfortable getting to know yourself. Are you the person you want to be? Are you living up to your potential? Are you creating an environment for you and your team to be successful?

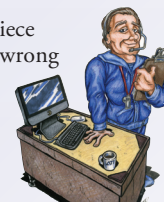
## Accountability Is Not Mean

Change for change's sake is stupid, and it would be like letting a snake bite you. Change that needs to happen in order for you, and your team

as well, to be more successful is not scary. Grab your coach's hand and put on your big boy and girl boots and get ready for some change. Most change that we encounter as coaches has to do with holding people accountable, and when we talk to most of our clients they hear that we want them to be mean to their people. Nothing could be further from the truth. We want you to be nice and let them know when they do good and when they don't. I believe that by not holding your people accountable, you are being a hundred times meaner than someone that does hold them accountable. You are actually giving them rope to hang themselves, and then you are standing in front of them loading your gun as they are hanging themselves. Talk about fear.

The funniest thing about that last statement is that somehow you think that rope and hanging and guns are nicer than holding people accountable to begin with? I can assure you that it is not. So go to the mirror and envision a productive life where you are not afraid of change and you are comfortable being uncomfortable.

I will leave you with this last piece of the puzzle: George Zeeks was wrong and I am right! No, that is not it. You have nothing to fear but fear itself, and when FDR said it, it was true and it still is.



Continued from page 1

Would that serve as an incentive for you, or make you feel warm and fuzzy?

## How To Make Bonuses Work

When used properly, "bonuses" can really motivate employees and be used as an incentive. Webster says that the word "incentive" means something that *incites or tends to incite action or greater effort*. Employees already get paid on a schedule to "do their jobs." They shouldn't be given bonuses on a schedule to encourage them to do more than just "their job." Bonuses or any type of incentives should be given as a reward for exceptional performance.

The compensation plans we build for your employees are designed to consistently reward your employees for their performance. Each and every week, your employees have the opportunity to increase their income over their base. Pay plans are just a start. There are many ways to incentivize and motivate your employees. There can be monetary monthly or quarterly bonuses issued to the employee that hit or exceeded sales or performance goals. You can give your employee a raffle ticket for a TV or iPad (or any type of prize) any time a customer gives them a compliment. You can help promote and reward community involvement by giving your employees paid time off. If you have an employee that always goes over and above, you could buy him or her a gift card or an item that is specific to their likes.

The gesture of the holiday bonus is a nice one, but more often than not, it is not received in the spirit in which it was given. **ATI**

## Tools of the Trade

# Are You Still Sending Postcards to Get New Customers?

Direct mail response rates have never been good, and these days they are half what they used to be. But here is a new twist on the same old thing. These postcards are made of the same material that a credit card is made from, hard plastic. The entire postcard is made of this material. Made right into the postcard is a perforated gift card that the customer can pop out and put in their wallet. This fresh look gets people's attention and really does work.



## Give This a Try

So if you're going to send direct mail, acquisition or retention, why not give this a try. 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 Postcards. There you will see the two options. One option is to have all the cards be sent directly to you, and you can mail them. The other option is to upload your own list and FSR will mail them for you. 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](mailto: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



# Your Available Training Programs for January and February 2014

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 Staffing & Hiring 1 of 2	14 Service Advisor 4 of 4 Staffing & Hiring 2 of 2	15	16 Master Mind California Service Advisor 1 of 4	17 Master Mind California Service Advisor 2 of 4	18/19
20 Shop Owner 4 of 9	21 Shop Owner 5 of 9	22 Shop Owner 6 of 9	23 Advanced Sales	24 Advanced Sales	25/26
27 Service Advisor 1 of 4	28 Service Advisor 2 of 4	29	30	31	

February 2014					
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday/Sunday
					1/2
3	4	5 Shop Owner 1 of 9	6 Shop Owner 2 of 9	7 Shop Owner 3 of 9	8/9
10 Service Advisor 20 Group Profiteers	11 Service Advisor 20 Group Profiteers	12 Shop Owner 7 of 9	13 Peak Performers Shop Owner 8 of 9 California Service Advisor 3 of 4	14 Peak Performers Shop Owner 9 of 9 California Service Advisor 4 of 4	15/16
17	18	19 Shop Owner 4 of 9	20 Shop Owner 5 of 9	21 Shop Owner 6 of 9	22/23
24 Service Advisor 1 of 4	25 Service Advisor 2 of 4	26	27 Service Manager 1 of 2	28 Service Manager 2 of 2	

## Fitness Matters A Series by Gary Siegel, Fitness Matters Gym

### Three More Ways to Eat Healthier While Watching Football

Those players look healthy. You should be too!

- 1. Ditch the hot-tub sized bowl of fried potato chips.** Instead, provide small servings of baked chips on small plates with a "side" of healthy bean dip or salsa. Fewer calories. More flavor!
- 2. Offer unsalted almonds, walnuts and pistachios.** Without the sodium, nuts are a wonderful, heart-healthy snack. Serve them on a platter with cut-up fresh fruit. This delicious combination will delight even the most die-hard football fan *and* provide an antioxidant-rich punch.
- 3. Move it!** You're not a potato, but you'll end up looking like one if you act like one. So, move! "Stand up, sit down, fight-fight-fight." Repeat often.



## Stop Making Excuses!

Your very own **Virtual Fitness Coach** is as close as your desktop or tablet.

[www.fitnessmattersgym.biz](http://www.fitnessmattersgym.biz)

**Gift Certificates Available**

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