

ShopTalk

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March 2014

Are You Better Than My 19-Year-Old?

By Kim Hickey, ATI Coach

I have a 19-year-old son. You've met him before. Well... you may not have *actually* met him, but you knew someone just like him in high school. He is one of those kids that just seem to have the Midas touch. Blond beach boy good looks. A natural athlete who can effortlessly play any sport and is the star of every team he's ever played on. He is ridiculously smart and has been in the gifted programs at school since kindergarten. He is funny, articulate, girls love him, his friends look up to him, teachers love him, the parents of his friends love him. He is just one of those people who has been able to excel at everything he has ever tried — *without ever trying*.

He is a full-time college student and certified as a personal trainer. I recently got him a job at my gym. My gym requires a different certification than the one he has. After interviewing him, the manager wanted him so badly, he put him in sales until he can obtain the new certification. My son doesn't have any "sales" experience at all. I asked him what he thought about having to try something he doesn't have any experience in, and he replied, "How hard can it be?" At last! This is great, I thought. With that attitude, he might just fail at something and learn a life lesson.

By the end of week one, my son was training new hires. He had the second highest close rate (behind only his sales manager by one deal). After his initial inflated week or so of sales to all of my friends, I thought ok, now he is going to see what it is really like. January with its flow of "New Year's resolution" people had also come and gone. His close rate remained better than average.



Weeks went by and he was still closing most of his walk-ins. My 19-year-old (who already knows everything) started asking me questions about selling and if I had any books on the subject. Due to his success with the walk-ins, they decided to send him out in the field. Instead of sitting behind a desk and selling to people who walked into the gym, he was sent out to approach strangers in malls and other places. "Cold calling" requires an amount of effort, which to be honest, is not normally displayed by him. To my surprise, he was not only doing it, he was doing it successfully. At the end of his first month, he had an 85 percent close rate. The appointments he made on the street actually resulted in people coming in and signing up. Next they assigned him the task of making phone calls to people that had visited the gym sometime during the past year to get them to come in for an appointment. I asked him if he was nervous about calling on strangers both in person and by phone and he answered, "Why would I be nervous? All they can do is say no."

His questions about selling became more specific. He started telling me about some of the objections that he had been receiving and asking me "How can I respond to this objection, Mom?" He began to drive me crazy with turning everything I said into a closing question. The simple question of "Will you be coming over for dinner tomorrow?" was met with the response of something like "Mom, if I can be here by 5:30 tomorrow, will that work for you?" He continued to ask me on a regular basis "Why does everyone make such a big deal about how hard it is to sell? It's easy." I asked him if he was learning about buying personalities. He told me "No. They must not do that at our gym because they haven't mentioned it." I asked him if he used the same approach to sell to a woman my age as he would to a big guy that already had a muscular physique. He replied, "Of course not, why would I do that? If a middle-aged woman comes in, I tell her I know how important it is for her to want to tone up and feel good about herself and her appearance. If someone comes in that is already really muscular and built and doesn't think we can do anything for him, I tell him how we can take him to the next level because we have two former NFL players on our training staff." I explained that this is selling to different buying personalities.

My son is now in the practice of taking business cards with him EVERYWHERE he goes, along with some two-week passes. Every time he goes in a store to purchase anything, he not only tries to negotiate a better buying price, but he tries to get the salesperson to commit to come in to the gym to see him. If he can't get them to commit to come

Congratulations to ATI President's Award Recipients

Every year, ATI recognizes our best of the best by inducting them into The President's Club. These associates have consistently demonstrated an unparalleled commitment and dedication to ATI and our clients. Please join us in congratulating them on their outstanding performance in 2013.

Frank Rose, Jason Hawkins, Vicky Giddings, Brian Hunnicutt, Chuck Dailey, Geoff Berman, Kevin Allen, Kevin Myers, Mike Bennett, Paul Colison, Rick Johnson, Tom Ringle, Bryan Stasch and Steve Privette.



in just by asking a couple of times, he offers the free pass. I asked him if he had any concerns that they will just use the free pass and not sign up. He replied, "Not at all. Once they come in the door, I just convince them to sign up." His gym has three levels of membership. While it is the practice of most salespeople at his gym to start with the middle package for the sales presentation, my son starts out trying to sell the most expensive one. He also attempts to get them to pre-pay for a year instead of month to month. Out of curiosity I asked him how he determines whom he should ask to pre-pay for a year versus going with a monthly contract. He looked at me like I had three heads and said, "Why would I try to guess who will or who won't? I just ask everyone. All they can do is say no."

Last week he mentioned that a lot of potential customers bring up other gyms and say that they can join them cheaper or that the other gyms have some type of equipment or class that our gym does not. I asked him how he handles those objections, and he said, "I just agree with them and then I tell them about what *we* have to offer and why *we* are better."

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The Challenge

In early December, ATI Coach Kim Hickey received an email from her dental office offering a “pre-paid” service plan. Feeling this was something that could easily be done for our industry, Kim sent the rest of the coaches a challenge for shops to come up with their own plan. Chubby volunteered to take the contest winner to lunch, and suggested that Randy Somers act as the contest’s judge. Entries were due February 1, 2014.

The winner of the contest came from Team Kim and was submitted by Andrew and Charlene Parlett from Southeast Auto Service & Repair in Hinesville, Ga.

Congratulations to Andrew and Charlene and thanks to Chubby and Randy!

Thank You!

Thank you for allowing us the chance to serve you! We want to build a long-term relationship with you, our valued customer. We know that in order to do this we need to be here to take care of you – not only doing quality repairs and services to your vehicle, but also in helping you become about the best ways to take care of it. That is why we feel so strongly about the 25-000 Program. It not only provides you with necessary services in a year, but also the educational information and the chance to get to know the technicians who perform your services. We think it is a WIN-WIN for everyone!

Even if you decide the 25-000 Program is not for you, we will gladly provide you with whatever services or repairs you need, with same care and the same. Our technicians, shop manager and service manager are certified by the Automotive Service Facility (ASF) Institute. You can feel confident that a qualified technician is providing a problem or concern with a repair, so we want to assist you quickly and to your satisfaction.

Locally-owned and family operated, we love the fact that we serve our Liberty County neighbors, family members, friends, small businesses, churches, and community leaders. We thank you for choosing us.

Andrew Parlett

Andrew Parlett
Charlene Parlett
Southeast Auto Service & Repair

SOUTHEAST AUTO SERVICE & REPAIR

11800 Center Street | Hinesville, GA 31043

Customer Care Program

(912) 876-4280

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Customer Care Program

3 Standard Oil Changes Up to 5 Quarts Kendall Synthetic Blend Oil Stock Oil Filter Up to \$29.95 Value Each Oil Change

2 Tire Rotations Stock Tire up to 17" Wheel Size Up to \$25.95 Value Each Rotation

1 Diagnostic Service Computer/Check Engine Light Diagnostic – OBD – Level 1 Complaint Diagnostic A \$49.95 Value

Annual Investment: \$99.95 + Tax Per Vehicle

That's Not All! Most Membership Benefits

- FREE Inspection with Each Service/Repair
- FREE 12 Month/12,000 Miles Labor Warranty on All Repairs* (Excludes tires & 99.99 parts)
- FREE Monthly Email Services
- FREE "Ask A Tech" Email Consultation Service
- Warranty to Parts and Labor Warranties through "AAA" Service Center Program

*We will supply all parts after this.

SOUTHEAST AUTO SERVICE & REPAIR

At Southeast Auto Service, we strive to exceed your expectations every time you visit us, from the moment you drive onto our lot until the time you drive away. We respect your time and want to put you back on the road as quickly as possible.

Taking good care of our customers and earning their trust is the core of our business. Our fully trained, ASE-certified technicians provide sophisticated and professional maintenance services on all makes and models.

We provide services that are made to help you.

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- ✓ DOT Inspections
- ✓ Fleet Services
- ✓ BG Maintenance Flashes
- ✓ Commercial Service Accounts
- ✓ Major + Minor Repair Service on all Makes & Models

Sam's Corner

Upcoming 20 Group Meetings

What a year 2013 was for our 20 Group program! We now have a total of nineteen 20 Groups, with more to follow. In those 19 groups we have 369 active members, led by 13 seasoned ATI coaches. 2013 brought many achievements for the 20 Group program: each group held their first virtual meeting, and out of 369 members, 360 attended at least one 20 Group meeting. 2013 also brought the 20 Group challenge coin, a token of gratitude and unity given to members who have shown their commitment to ATI and to their group. Challenge coins are made to strengthen bonds, promote friendships and encourage success. One hundred forty-four challenge coins were handed out to the members who attended both meetings in 2012. Great job, 20 Group members!

Below, you will find the spring 20 Group calendar. Don't forget to bring your challenge coin to the meetings and to SuperConference 2014!

Group Number	Group Name	Facilitator	Spring Meeting Dates
Specialized Groups			
MM	MasterMind	Bryan Stasch	May 5-6
PP	Peak Performers	Bryan Stasch	June 26-27
13	Leading Ladies	Bryan Stasch	May 19-20
SIC	Second in Command	Randy Somers	March 27-28
Off-Site Groups			
8	Dallas - Texas	Rick Johnson	April 7-8
6	The High Mark (SLC)	Rick Johnson	April 28-29
2	West Coast - Irvine	Rick Johnson	May 1-2
15	Phoenix	Kim Hickey	May 1-2
Chesapeake Groups			
1	20 for the Money	George Zeeks	May 21-22
5	Back in Black	Randy Somers	May 21-22
9	Score for More	Kevin Myers	May 21-22
Patapsco Groups			
7	20/20 Vision	Geoff Berman	May 21-22
10	Nothin' but Net	Kevin Allen	May 21-22
Potomac Groups			
12	Money Masters	Mike Bennett	May 1-2
3	Rollin' in Dough	Brian Hunnicutt	May 8-9
4	European Imports	Chuck Dailey	May 8-9
11	Profit Force (Baltimore/Chicago)	Tom Ringle	May 8-9
14	Baltimore	Kevin Myers	May 8-9

C.L. Frederick
-Chubby



How About Taking the Car Care Month Program on the Road?

By Mike Haley, ATI Team Leader/Coach

Be Car Care Aware! I have tried throughout my life to practice what I preach — when I lead by example with my children, in the way I treat people and even when I try to remember to go on Google and leave that glowing review. I assume other people also think in a very similar way. With that being said, I have wondered over the past years why we don't get the participation we would like out of a Car Care event. Well, if everyone thinks like me, the Car Care event sounds like one I would like to participate in when it is explained to me. But when the day finally comes, I will tend to come up with any excuse to not go, or I could simply just forget because it is not part of my normal routine. I think the reason for people not attending these events is simply because it requires effort. Let's face it, at the end of a long day or on a weekend our time is valuable and we are constantly wrestling with deciding which tasks have the highest priority and deserve our time and attention.

So why don't we go to the people? Why don't we take our show on the road and conduct our Car Care event at their place of business? Get with a medium to large company with plenty of cars in their parking lot as the place to hold the event. Schedule a meeting in advance with the company to go over the program and how it benefits the company by showing they care about their employees. An event right in their parking lot now requires little effort on the part of the employees. I would suggest holding the event during lunch hours so as not to disrupt business. If you want to include some other vendors I think that could give the event even more impact. Cone off a section for the parking lot so the employees can simply drive through to receive their free car care checklist and any other free giveaways or information packets. I would also include food in the event. As we all know, food will get them there.

By taking the event to a place of business, you eliminate a person's objection of time or effort. You get to network with other businesses in your neighborhood and perform your much-needed acquisition marketing. If this process proves to be successful, it could turn into an annual event at several businesses in your town.



Goals... Who Needs Them?

By Rick Johnson, ATI Coach



I remember years ago when as a client I went to class in Savage at the old building, and I heard Chubby talk about goals and the importance of setting goals, and more importantly, having written goals. Chubby said that only 5 percent of us actually have written goals. On the plane ride back to Nebraska, I was thinking about something else that I had heard at an investment seminar, that only 5 percent of Americans retire with more than Social Security to live on. It got me to thinking, and I wondered if the same 5 percent that retire with more than Social Security are the same people that set goals?

Could there be a connection between setting goals and having more to retire on than Social Security, or could it be possible that people who set goals are more successful? I really don't know how to one hundred percent prove this, but I think it is safe to assume (and I know what they say about assuming) that very possibly those who set goals are most likely to be those same people on the beach in Cancun or Florida in their retirement years sipping a nice tropical drink. While those who are greeters in Wal-Mart in their retirement years are most likely from the 95 percent who did not set goals!

So by the time I got back to the shop, I decided that I wanted to be in the 5 percent that set goals (I really don't want to be a greeter at Wal-Mart). I also decided that my entire crew was going to set goals, and I picked a night and bought pizza and beer and goal poster material and told the crew that attendance was not optional. And yes, I heard the usual "Is this more of the new-age stuff ATI is teaching you?" comments, along with a lot of eye rolling. I said yes, and you are going to love it!

The goal setting night came, and after the pizza was consumed (it still amazes me how fast a few

techs can devour any food you set in front of them), I told them what Chubby had said about only 5 percent of Americans setting goals. I told them what the investment guru said about only 5 percent of Americans living on more than Social Security when they retire. I told them my take on possibly the two 5 percent groups being related and my take on not wanting to be a greeter at Wal-Mart. At that point, I have to say I had their attention, and at that point this was not "more of the new-age stuff ATI teaches." You might even say I was starting to get their "buy-in."

So I handed out the goal poster materials and the magazines to cut out pictures of what they wanted and the glue sticks, and we got down to business. Pretty soon the guys were laughing and having a pretty good time, and as the posters started to fill out, I was amazed to see some of the things my employees wanted on their developing goal posters. New vehicles, bigger homes, new toolbox, family vacation, start a savings account, new shotgun (I really loved that one) and so on. One tech put two ATV four wheelers on his goal poster. I asked him about them and he said he wanted them for his two young sons. They were the little ATVs and were about \$700 apiece.

When the guys were done with their individual posters, I had them all brainstorm on a goal poster for the shop. Of course the service writer had a goal for weekly sales and the techs for hours produced per week. Then they added that they wanted a new hoist in the back and a few other things. When all done, I had each tech hang their poster up by their toolbox and the advisor by her desk and the shop goal poster by the time clock. This way, every day when they came to work they saw the shop goal poster when they punched in and their individual goal posters at their toolboxes.

The tech that had the ATVs on his goal poster was the lead tech in my shop, and the others

pretty much followed his lead. So I sat him down and talked to him a few days later about the ATVs and asked if he had a plan as to how to reach that goal. Of course not, so I told him that I had an idea of how he could reach that goal in three months — and he was all ears. I simply pointed out to him that he billed out 40 hours week after week and that was great, but I felt he could reasonably do one more hour a day and that one more hour a day would be enough extra income to purchase those two ATVs in about three months. I pointed out that if he spent less time on the three tool trucks that showed up every week and stopped being the go to McDonalds for breakfast burritos guy, that he would most likely bill 45 hours a week instead of 40 hours. He did just that and in fact did reach 45 hours, and within almost three months to the day showed up at work one morning with two brand new little ATVs and a HUGE smile on his face!

We all made a big deal out of him being the first one to cross a goal off his poster, and the best part is that 45 hours a week became his new normal instead of 40 hours (that put a HUGE smile on my face). Later in the year, I was able to install the new hoist that they wanted because of better production and goals being reached, and this was a real win as well.

So who needs goals? You do, your entire shop does! Just set a night, buy the pizza and goal poster material and get it done. Will you get push back? Yes. Will you survive it? Yes. But once done, I can almost assure you that you will be happy with the results. But it's up to you to lead the way. See you on the beach in a few years — or maybe as you greet me on my way into Wal-Mart to buy sunscreen?

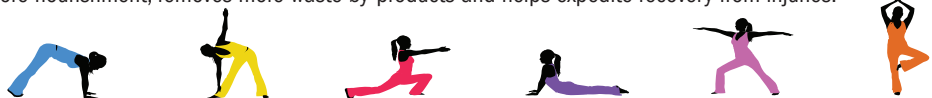


Fitness Matters A Series by Gary Siegel, Fitness Matters Gym

The Benefits of Stretching — Part 1

What's the first thing your dog or cat does after a nap? Stretch! Considering the fact that our pets are smart enough to live off us (and not the other way around), we might be able to learn something from them.

- Stretching is the most effective way to increase flexibility.** Flexibility is the degree to which an individual muscle will lengthen without tearing. Lack of flexibility causes slower, less fluid movement and increases susceptibility to muscle strains, ligament sprains and other soft tissue injuries.
- Stretching improves circulation.** Stretching increases blood flow to the muscles, and blood flow delivers more nourishment, removes more waste by-products and helps expedite recovery from injuries.



Are You Better Than My 19-Year-Old?

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Last night I asked what he thought was the biggest key to his success so far. He answered with one word: "passion." He said that on the days that he doesn't love doing what he is doing, and his heart and head are not in it, his close rate drops.

I can't help but replay my son's comment "Why does everyone make such a big deal out of selling? It's not hard" in my head. Why isn't it as hard for him as it seems to be for everyone else? Is it because he has the Midas touch, or is it because he is doing what we all know we should be doing? He practices. He does what we should be doing at our counter. He asks for the sale. He does what we should be doing every place we go. He gives out business cards to everyone he talks to and asks them to come to the gym. At its core, making a sale is simple. We complicate it. We sell from our pocket, we pre-judge our customers. We make excuses. What watching him has reminded me of is that we have to practice, all the time. We

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Your Available Training Programs for April and May 2014

April 2014


Monday Tuesday Wednesday Thursday Friday Saturday/Sunday

 1 Staffing & Hiring 2 of 2	2 Shop Owner 1 of 9	3 Shop Owner 2 of 9	4 Shop Owner 3 of 9	5/6	
7 Service Advisor 1 of 4 20 Group Dallas	8 Service Advisor 2 of 4 20 Group Dallas	9 Shop Owner 7 of 9	10 Shop Owner 8 of 9	11 Shop Owner 9 of 9	12/13
14 Shop Owner 4 of 9 Service Advisor 3 of 4	15 Passover Shop Owner 5 of 9 Service Advisor 4 of 4	16 Shop Owner 6 of 9	17 California Service Advisor 1 of 4	18 California Service Advisor 2 of 4	19/20 Easter
21	22	23	24	25	26/27
28 20 Group SLC Advanced Sales	29 20 Group SLC Advanced Sales	30 Shop Owner 1 of 9			

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May 2014

Monday Tuesday Wednesday Thursday Friday Saturday/Sunday

		1 Shop Owner 2 of 9 20 Group Irvine 20 Group Phoenix Money Masters	2 Shop Owner 3 of 9 20 Group Irvine 20 Group Phoenix Money Masters	3/4	
5 Master Mind Service Advisor 1 of 4	6 Master Mind Service Advisor 2 of 4	7	8 20 Group Potomac California Service Advisor 3 of 4	9 20 Group Potomac California Service Advisor 4 of 4	10/11 Mother's Day
12	13	14 Shop Owner 4 of 9	15 Shop Owner 5 of 9	16 Shop Owner 6 of 9	17/18
19 Service Advisor 3 of 4 20 Group Leading Ladies	20 Service Advisor 4 of 4 20 Group Leading Ladies	21 20 Group Baltimore Chesapeake & Patapsco	22 20 Group Baltimore Chesapeake & Patapsco	23	24/25
26 Memorial Day	27	28 Shop Owner 7 of 9	29 Shop Owner 8 of 9	30 Shop Owner 9 of 9	31

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can't ever stop practicing our close. We can't ever stop rehearsing our answers to objections. We can't ever stop honing our skills. If my son, who ALWAYS takes the path of least resistance, is spending his free time practicing, then you can be sure that there IS NOT any other possible way to get there.

All of the things my son is doing are the same things we should be doing. Networking and marketing. Determining buying personalities and tailoring our close to fit them. Asking for the whole pile first. Making "where have you been?" calls. Setting exit appointments. Presenting the information without selling from our pocket or assuming what someone will or will not buy.

Refusing to make or accept excuses about the economy or our competitors. Exude passion.

Because he is constantly practicing, he is improving every day. Some days he even has a 100 percent close rate.

Ask yourself this, are you better than my 19-year-old? **ATI**

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