

ShopTalk



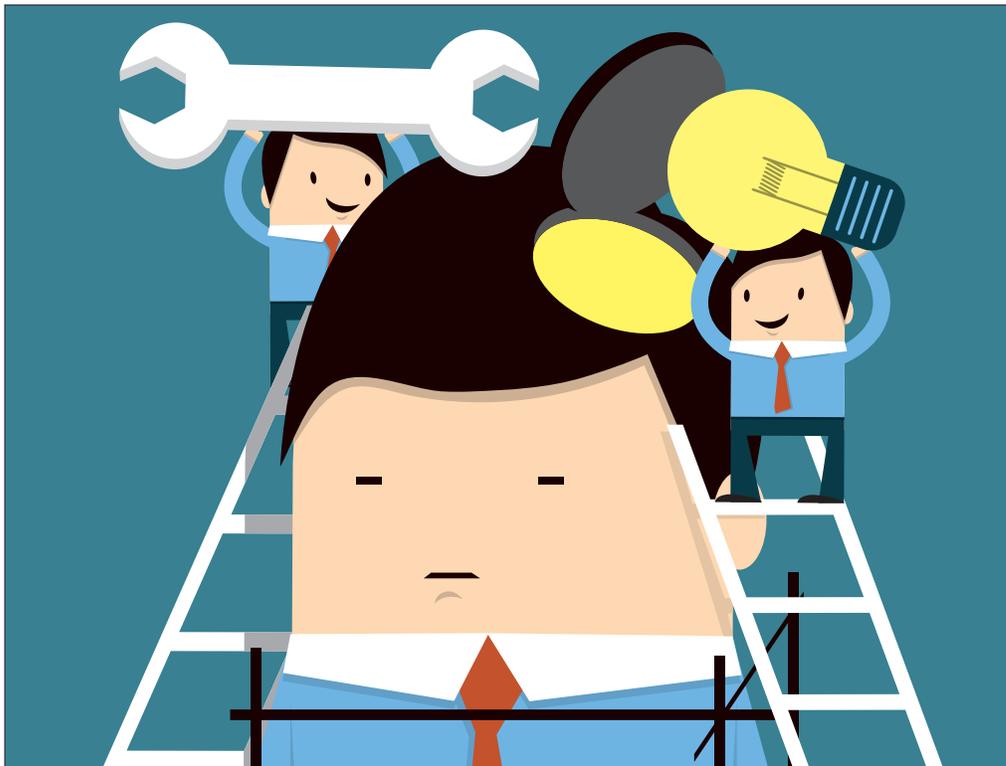
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September 2014

Are You Coachable and Why Does That Even Matter?

By Scott Fleckinger, Community Car Care



Are you coachable? That is one of the first questions Chubby and his staff ask when you show an interest in the program. It was February 24, 2013, in an ATI Boot Camp. Since I have owned my own business for just under 25 years, I thought “What can they teach me? I’m a success!” Twenty-five years and going strong, how many small business owners can say that? Then comes the cost of training! They have to be crazy, ’cause after all, I’m no newbie. I’m doing good, or so I thought.

I agreed to a one-on-one consultation and a profit or loss assessment. Soon it became very clear. For the price of a nice luxury car, this high school grad who learned to fix cars and treat people right can go to business school and get my degree (so to speak) from ATI. It’s not just in some vague business field, but in the automotive business. That’s something that will have a direct effect on my income and time away from the business.

The other moment of clarity that day was accountability. Do you hold your employees accountable for their actions? Who holds you accountable? Who do you answer to? If the answer is no one, and you have all the money and all the time in the world to enjoy it, then you did it right. If not, then you are missing something. Everyone needs to be held accountable for their actions. People come to you every day and you solve their problems. When you have a problem, do you have someone to turn to? Who is it? Your spouse is probably tired of hearing about issues at the shop. That is what I saw.

As for the “cost,” I quickly realized it was an investment, not a cost. How often do we as owners invest in a piece of equipment at that price or close to it? Do we expect a return on it? Of course we do! Do we always get it? Is it just the

Continued on page 4

Sam’s Corner

Safe Succession Planning: Part 5

Last month, we discussed how to weave your safe succession strategy into your ATI Five-Year Roadmap with the help of your coach. Hopefully you have bought in to the fact that the safe succession plan needs to be written because you might not be around to implement it, and you owe it to your family to help them carry on. You might also want more free time right now and want to begin the journey sooner rather than later.

Since a safe succession plan incorporates a plan in place for all of your positions, you will need accurate job descriptions for all your people. Since he or she can’t read your mind, begin by writing down exactly what you do as owner for the second in command. You need to list all your responsibilities in operations, finance and marketing. Then, decide which responsibilities you will move first to your second in command. Your ultimate goal is to move them all; however, your second has to be ready to handle it. It could easily take three to five years to prepare a second in command for everything. I would strongly suggest at this point enrolling them in the second in command Twenty Group, so they can rub elbows with players at different levels of development. Our president, Richard Menneg, will be participating in these meetings; and believe me, he has experience being a second in command.

Your next step is to produce in writing your standard operating procedures. You might use some of ours or modify them to your liking and culture. These procedures should include phone, drop-off, presentation at the counter, delivery, follow-up and your reminder procedure. When you have these standards written down, it will be easier for you and your coach to coach to your standards.

Continued on page 3



See You in September

By Kim Hickey, ATI Coach



September 1 is Labor Day, the first of the fall and winter holidays. Send out an email blast, post on Facebook and Twitter in the beginning of each month, reminding your customers not to wait until the last minute to have repairs and maintenance performed the day before the holiday. Encourage them to schedule a trip for inspection early. You could offer a discount or raffle ticket for a prize if they schedule their appointment by a certain date.

Monroe Shocks and Struts “Shocktober” promotion starts on September 1. If you haven’t received anything from your parts vendors in regards to this yet, ask.

Do you have a nice, roomy waiting area? Offer your shop as a location for kids to come and do their homework after school. Do you have a high school or college student in your circle that may be willing to volunteer their time? If you do, you could offer tutoring as well.

Take a blank piece of paper and make 12 columns, one for each month starting with January. Start jotting down holidays, awareness campaigns, etc., for each month. Once you start penciling in your ideas, you can start figuring out what you want to do for those days, how much it will cost to promote, and the dates you will have to start preparing these things by. Now you can transfer this to your marketing calendar in the portal.

When you are jotting down ideas, remember that you don’t have to promote awareness during the months everyone else does. When you do things “off season” they will not only get

more attention, but the chances are greater that your customers won’t already be overloaded with other requests and ads for the same things. You can collect food for the food bank during the summer. Nationwide, food banks are bare during the summer because most people donate food around the Thanksgiving and Christmas holidays. The need for food is actually greater during the summer because children are home during the day and not being fed breakfast and lunch at school. Winter coats can be collected during the beginning of spring. More people will be likely to donate their coat rather than to have to pack it away for summer.



Send out an email blast, Facebook, Twitter, etc., that you are looking for charities and organizations to highlight once a month. Ask your customers for suggestions and find out which are near and dear to their hearts. You might want to consider highlighting one charity a month and kick off each month by having a representative for that charity at your shop for a few hours to hand out literature and answer any questions. **ATI**



Space is filling up fast – so register today!

Go to www.autotraining.net/superconference15



Your Available Training Programs for October and November 2014

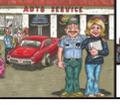
October 2014

Monday Tuesday Wednesday Thursday Friday Saturday/Sunday

		1 Shop Owner 1 of 9	2 Shop Owner 2 of 9	3 Shop Owner 3 of 9	4/5
6 Service Advisor 1 of 4 20 Group	7 Service Advisor 2 of 4 20 Group	8 Shop Owner 4 of 9	9 Shop Owner 5 of 9	10 Shop Owner 6 of 9	11/12
13 Service Manager 1 of 2 20 Group Columbus Day	14 Service Manager 2 of 2 20 Group	15 Shop Owner 7 of 9	16 Service Advisor California 1 of 4 Shop Owner 8 of 9 20 Group	17 Service Advisor California 2 of 4 Shop Owner 9 of 9 20 Group	18/19
20 20 Group	21 20 Group	22	23 20 Group	24 20 Group	25/26
27 20 Group Leading Ladies Service Advisor 3 of 4	28 20 Group Leading Ladies Service Advisor 4 of 4	29	30	31 Halloween 	

November 2014

Monday Tuesday Wednesday Thursday Friday Saturday/Sunday

					1/2
3 Service Advisor 1 of 4	4 Service Advisor 2 of 4	5	6 Service Advisor California 3 of 4	7 Service Advisor California 4 of 4	8/9
10 Advanced Sales	11 Advanced Sales Veteran's Day	12 Shop Owner 1 of 9	13 Shop Owner 2 of 9	14 Shop Owner 3 of 9	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 3 of 4	25 Service Advisor 4 of 4	26	27	28	29/30
					

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Continued from page 1

cost of doing business? I can truly say this investment has cost me nothing after six months.

Chubby followed his own advice and built a world-class staff, from Richard down through all the coaches/teachers, that compares to none. You will not find a more passionate, dedicated staff

to get your adrenaline pumping and clarify the voices in your head.

Here I am, 18 months later, spending most of my working time on my business, not in it. I was just accepted into a 20 Group made up of some of the most elite shops in the country.

Now, I must say, I am more fortunate than most. I have been blessed with an unbelievable

support staff, some as long as 20 and 25 years. Whether you have that or need to build that, ATI can help you get there.

One visit to the ATI facility in Linthicum will show you they don't just talk the talk, they walk the walk. They practice what they preach. 

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