

ShopTalk



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February 2015

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Upcoming Classes:

Shop Owner

Align Your Shop for Profit

March 4, 5 & 6

April 8, 9 & 10

Advanced Management & Leadership

March 18, 19 & 20

April 15, 16 & 17

Staffing and Hiring

March 26 & 27

A.B.M. "Always Be Marketing"

April 1, 2 & 3

Succession Planning

April 8, 9 & 10

Service Advisor

ATI's 7 Step Sales Process

March 2 & 3

March 30 & 31

The Role of the Service Advisor

March 23 & 24

April 13 & 14

The Role of the Service Advisor - Sacramento

April 16 & 17

Advanced Sales

April 23 & 24

Collision Course

Collision Estimating & Sales - Part 1

March 9 & 10

Collision Estimating & Sales - Part 2

March 16 & 17

Staffing and Hiring

March 26 & 27

A.B.M. "Always Be Marketing"

April 1, 2 & 3

Key to a Successful Collision Repair Business

April 8, 9 & 10

Advanced Management & Leadership

April 15, 16 & 17

Collision Repair Production

April 27 & 28

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

By Bryan Stasch, Vice President

Our SuperConference 2015 is just a few weeks away! I can't believe how time flies. My favorite part of our SuperConference is the awards ceremony as we wrap up the conference. Why, you ask? Because this is where I get the opportunity to acknowledge the hard work and passion of a select few award winners with 20 Group awards, Re-Engineering and Alumni "Best of" and "Most Improved" awards, and of course the Big Daddy of them all, ATI's National Top Shop award.

As you may have already seen, ATI starts with the Top 150 producing shops in the ATI family. From there, a selection process based on a points scoring system, the Top 75, the Top 50 and NOW the Top 25 shops have been selected. Well, actually there are the Top 27. We had a three-way tie for the 25th spot. From this group of great shops, the Top 12 and ultimately the ATI Top Shop for 2014 will be chosen. But you will have to wait until Saturday, March 14, to see the winners of these prestigious awards. See you in Palm Springs.



Shop Name	Shop Owner	Shop Location	
Accurate Automotive	Lee Weatherby	Mesa	AZ
Auto Stop 1	Tom Lapham	Arlington	VA
BG Automotive Inc.	Bryan Gossel	Fort Collins	CO
Bradham Auto Electric	John Crowder	Alexandria	VA
Bransfield Motor Company	John Eichler, Jr.	Reisterstown	MD
Brown Motor Works	Keith Huggins	Columbia	SC
D'Avico Auto Repair, Inc.	John D'Avico	Wayne	PA
European Auto Solutions	Tim Allen	Waltham	MA
Fifth Gear Automotive	Bill Bernick & Rick Jordan	Lewisville	TX
Frank's Servicenter	Frank Dischinger III	Southampton	PA
George's Sierra Shell	Doug Whiteman	Fontana	CA
Haglin Automotive, Inc.	Dana Haglin	Boulder	CO
Hillmuth Certified Automotive - Clarksville	Doug Hillmuth	Clarksville	MD
Hillside Auto Repair	David Carney	Torrance	CA
Medlock Gulf	Karl Jaeger	Decatur	GA
Milstead Car Care	Mark Milstead	Conroe	TX
Minh's Auto Care, LLC	Tam Truong	Brooklyn	NY
Performance Plus	Greg Budwine	Colorado Springs	CO
Plymouth Auto and Tire Center	Al Torcini	Plymouth Meeting	PA
Precision Auto	Bud Wildman	Germantown	MD
Quality Motors	Mike Leeches	Laguna Niguel	CA
Rieger Motor Sales	Kirk Edelman	Forrest	IL
Robe Mans Auto Service	Eddie Cleveland	Birmingham	AL
Silver Lake Auto Center	Daniel Garlock	Oconomowoc	WI
Sparks Computerized Car Care	John Eckrich	Muncie	IN
Walt Eger's Service Center	Walt Eger	Severn	MD
West Town Monona Tire	Gary Pivotto	Madison	WI

4th Round

Sam's Corner

SuperConference Speaker Lineup

This year our Palm Springs, California, SuperConference was already oversold in September — for good reasons. The weather, networking, entertainment and the speaker lineup will be fantastic. Here is a brief description of our speakers and content.

The Truth About Selling Your Business and Retiring in Style

Last year Chris "Chubby" Frederick, CEO of ATI, discussed safe-succession strategies and the basic process of starting your own plan. This year Chubby will share real-life examples to show that even if your business is ready for transition, you probably are not, and why most owners end up blowing up the process because they are not emotionally ready for the change.

Building a High-Trust Organization

George Dom, Flight Leader of the Blue Angels, explains how trust is a core value found in the DNA of every high-performance leader and organization. Learn how high-trust leaders create the atmosphere and dynamics that repeatedly drive extraordinary results.

Do We Have a Role in the Future of the Automobile?

Eric Noble, President of CARLAB Development, explores the forward evolution of automobile safety, consumer technology and fuel. Leave inspired, informed and definitely not afraid of the chaos ahead.

Why Should a Repair Shop Owner Want to Know All About "Kaizen"?

Mike Anderson, President of Collision Advice, will teach you why "lean" is all the rage in the collision industry. Learn what similar changes to your repair processes can do for your customer satisfaction and your bottom line.

10 Practical Employee Engagement Steps That Drive Results

Mike Kelleher, author and CEO of the Employee Engagement Group, will show you how to transform your shop and its culture. Learn the best strategies to improve business results and credibility with your associates by gaining mutual commitment of both leadership and your team.

Who Needs Legs, When You Have Wings?

Chad Hymas's life changed instantaneously when a falling one-ton bale of hay broke his neck, leaving him a quadriplegic. Chad will teach you how to deal with huge challenges and the changes they bring.

The Shop of the Future Will Change How Your Shop Runs

Bryan Stasch, VP of Client Fulfillment, will help you envision

where technology you do not even know about yet is headed. Learn what it will take to be "Top Shop" 10 years from now and why you are going to fight the changes but eventually give in.

Are You Ready to Compete With the OEM Dealership of the Future?

John Zentz, VP of Sales for Hunter Engineering, will explain how the Repair Shop of the Future design can accelerate your business and provide the best customer service experience possible. Enjoy a great view of these new, state of the art designs and concepts.

Will Your Shop Be Ready to Market to Your Next Generation of Consumers?

George Zeeks, ATI Client Fulfillment Team Leader, will walk you through what the next 10 years may, could and will look like when it comes to marketing to your next generation of customers. Learn how the changes taking place today are only the beginning.

C. L. Frederick

-Chubby



Never be afraid to try something new. Remember, amateurs built the ark. Professionals built the Titanic.

The Coach's Corner

The Things We Forget!

George Zeeks, ATI Team Leader



I love Geoff and his enthusiasm for building the right staff! There is one thing, though, that I think he may have forgotten. We all want to have employees that are raving fans of our business; but, in the end, we have to make a profit off of them. They earn a paycheck and we need that to reflect the amount of production that they produce. If an employee can make a million dollars and the pay plan is right then we all win. I'm sorry if I am much more literal in my definition. I do want everyone to feel great about their job, I just want them to have some guidance beyond a title that defines the work experience.

Geoff is absolutely correct in everything he says, but what about the other guidelines? I have met and coached many owners and one of the things they continue to forget is that they need to make money off of the production of the staff. We can call them anything we want, but what is the baseline standard that they need to produce? He is correct, in that people who feel that they are part of the overall plan of the business produce more. They feel better about themselves and their role in the bigger picture. I just want to bring some baseline metrics to the whole thing.

Expectation

What do you need them to do to produce enough dollars so you cover their payroll and have enough left over to make money for the shop? Much less, enough left over to cover the investment the owner put into the whole thing so they can feel good about the risk they are taking. What do you expect from each staff member? Have you shared that with them so they know, exactly, what they need to do each day and each week so that the shop survives and prospers? One of the biggest problems here is that we fail sometimes to share with the staff why it is important for not just the shop but for them personally. You, as the owner, need to know what the math is and how to apply it to every situation so that you are making decisions based on a

real-world situation and not some make-believe, feel-good fantasy that will take you to the Promised Land.

Standard

Have you shared with your staff exactly what you need them to do? Not some imagined goal, but the real numbers that make them money and you as well. It's one thing to understand the math and be able to figure out what your staff needs to do. It's quite another thing to be able to describe success to them in a way that they care. This is where Geoff does his best work! You need to think beyond the routine, everyday stuff! You need to go to the next level and lay out the big plan for their ultimate success and yours. The biggest problem is that you have to know what you need for the shop to prosper. This is hard metrics. The dollars and cents that make up the stuff to pay the bills. Too many times in class, owners say they don't like the math. Sorry, but that's the way it works! Make a choice and decide what you want and we can go from there.

Accountability

It is a proven fact that 62 percent of the population does not like confrontation. They will do almost anything to avoid it. What if your staff doesn't want to buy in to this vision? It boils down to what do you want and how bad do you want it. Geoff has a great picture of what you could be. It is going to take hard work to get there. My question is, how bad do you want that? How hard are you willing to work to get it? Are you willing and able to enforce the standard of behavior to get there? Geoff is right in all of the things that he says. Your life and the experience of your staff would be changed forever. I'm just asking are you willing to do the work to get there. The math, the coaching and mentoring, the accountability and the mentoring that it will take is huge. For those of you that don't like to hold people to the standard, you need to make a decision. What could your shop be? How good can it get? What are you willing to do to get there?

I agree with everything Geoff said, it's amazing what you can do. Others have done it. Do you have the strength of will to make it happen for your people? can only hope so.



Car Care Month

Mike Haley, ATI Team Leader



What if I told you there is an event you can do twice a year to bring in new customers, get reacquainted with old customers and provide a community service? Would you want it? If I told you this event has national recognition and sponsorship? This event already exists and it is the Car Care Month performed every year in April and October. The Car Care Council was developed to help educate consumers on the second largest investment they have, their vehicles. Car Care offers everything you need to help schedule, plan and promote your event. For a fee of \$49.00 (tax deductible) you will receive your car care kit, which includes all the point-of-sale tools needed to have a successful event.

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The event is truly yours to develop as small or as large as you would like it to be. The event could be just your shop or you could involve other businesses and vendors. You can also create a large event involving several businesses, sponsors and volunteers. Remember whichever event you decide on, you need to take the time to schedule and plan. If you are having an in-house event this will be a time to show off your facility and staff. Make sure you are showing the brand and professionalism you want to be remembered for. Determine the equipment and staffing needed to have a successful event.

Car Care will provide you up to 25 copies of the Care Care Council's inspection form to use during the event. The form is in triplicate: one copy for the customer, one for Car Care and one for you. This is a great tool to follow up on any items that require the attention of a qualified service center. The kit will also provide a banner, brochures, mirror tags and an event DVD to help you organize your car care event.

You also have an opportunity to involve some of your vendors to help support the event and assist with some of the cost by providing food and beverages. Some vendors can supply information, such as worn parts versus new parts. Nonprofit organizations could provide a car wash. I once saw an event were Advance Auto brought their NHRA simulator.

This is also an opportunity to gain low cost or sometimes free advertising. You can ask the local newspaper to publish a press release. You may want to ask the local radio station if they would like to promote the event, provide a public service announcement and hold an on-site remote. Car Care can also help in promoting the event on your website, Facebook and Twitter.



The photo opportunities of the event are also great for your website, Facebook or YouTube. This is a great event to showcase: The public can see your business performing a free service to help educate and make customers aware of the current operating condition of their vehicle. After the event, you can send the customers a "thank you" letter for attending the event and inviting them to contact you with any questions or concerns. The note can also ask them to send any family, friends or co-workers that may require the same inspection to your facility.

This is one of the best tools I have seen that provides national support and recognition. It displays community involvement and truly educates the customers — something the industry has failed to do to date. The program recycles twice a year and provides your service center an opportunity to participate in a great program. Please go to <http://www.carcare.org/industry-tool-box/> or contact your coach for any questions you may have.