

ShopTalk



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April 2015

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Upcoming Classes:

Shop Owner

Align Your Shop for Profit

May 13, 14 & 15
June 3, 4 & 5

A.B.M. "Always Be Marketing"

May 27, 28 & 29

Succession Planning

June 8, 9 & 10

Leadership Mastery

June 17, 18 & 19

Staffing & Hiring

June 11 & 12

Service Advisor

The Role of the Service Advisor

May 4 & 5
June 1, 2, 29 & 30

ATI's 7 Step Sales Process-

May 7 & 8- Sacramento
May 18 & 19
June 15 & 16

The Role of the Service Advisor

May 4 & 5
June 1, 2, 29 & 30

Advanced Sales

June 25 & 26

Collision Course

Collision Estimating & Sales - Damage Analysis

May 4 & 5
June 25 & 26

Staffing & Hiring

June 11 & 12

Collision Repair Production

June 18 & 19

Collision Estimating & Sales - Damage Analysis 2

June 29 & 30

Our mission at ATI is to drive Profits and Dreams home for our clients, their businesses and their families.

It's all about driving sales and margins to maximize profitability, all the while delivering an exceptional customer experience. This year, ATI recognized the hard work and passion that goes into being the **Best of the Best** with a full lineup of high achievement awards. All awards were presented at the SuperConference 2015 Awards Banquet in Palm Springs, March 14, 2015.



ATI's Top Shops

At ATI, we have always recognized high achievers. Starting with the Top 150 shops from all over North America, we reduced the list of qualifiers to 75, then to 50, then to 25 (with a three-way tie for 25th place) and, finally, to the Top 12 Shops.

From those Top 12, our Top Shop 2014 was chosen.

TOP SHOP 2014

WINNER: Bud, Jackie and Andy Wildman, Precision Auto & Tire Center

Top Shop 2014 Winners

Auto Stop1	Tom Lapham	Arlington VA	Peak Performers
Brown Motor Works	Keith Huggins	Columbia SC	20 Group Alumni
European Auto Solutions	Tim Allen, Ed Owen & Scott Penney	Waltham MA	Peak Performers
George's Sierra Shell	Doug & Linda Whiteman	Fontana CA	Peak Performers
Milstead Car Care	Mark & Stephanie Milstead	Conroe TX	20 Group Alumni
Performance Plus	Greg & Patti Budwine	Colorado Springs CO	MasterMInd Alumni
Plymouth Auto and Tire Center	Al & Danielle Torcini	Plymouth Meeting PA	Peak Performers
Precision Auto	Bud & Jackie Wildman	Germantown MD	MasterMInd Alumni
Rieger Motor Sales	Kirk Edelman	Forrest IL	Alumni
Robe Mans Auto Service	Eddie Cleveland	Birmingham AL	MasterMInd Alumni
Silver Lake Auto Center	Daniel Garlock	Oconomowoc WI	20 Group Alumni
Walt Eger's Service Center	Walt Eger	Severn MD	20 Group Alumni

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HUMANITARIAN OF THE YEAR AWARD

WINNER: Dana & Judi Haglin, Haglin Automotive

Humanitarian of the Year Award Nominees

Alternative Auto Care	Chris Cozad	Columbus OH	20 Group Alumni
Auto Stop 1	Tom Lapham	Arlington Va	Peak Performers
George's Sierra Shell	Doug & Linda Whiteman	Fontana CA	Peak Performers
Haglin Automotive	Dana & Judi Haglin	Boulder CO	20 Group Alumni
Medlock Gulf	Karl Jaeger	Decatur GA	Re-Engineering
Precision Auto	Bud, Jackie & Andy Wildman	Germantown MD	MasterMind
Robe Mans Auto Service	Eddie & Trish Cleveland	Birmingham AL	MasterMind
Walt Eger's Service Center	Walt Eger	Severn MD	20 Group Alumni
Willoughby Hills	John Fowle	Willoughby Hills OH	20 Group Alumni

RE-ENGINEERING INDIVIDUAL AWARDS

Best Service Sales

WINNER: Brian & Michele Ordway, Techway Automotive

The winner of this award is the Re-Engineering client that has the Best Service Sales (parts, shop supplies, labor, and sublet).

Most Improved Service Sales

WINNER: Brian & Michele Ordway, Techway Automotive

The winner of this award is the Re-Engineering client that had the Most Improved Service Sales (parts, shops supplies, labor, and sublet).

Best Tire Sales

WINNER: Mike Sawyer, Sawyer Tire

The winner of this award is the Re-Engineering client that had the Best Tire Sales.

Most Improved Tire Sales

WINNER: Brian & Michele Ordway, Techway Automotive

The winner of this award is the Re-Engineering client that had the Most Improved Tire Sales.

Best Gross Profit Margin

WINNER: Mario Avquosit, Mario's Auto Repair

The winner of this award is the Re-Engineering client that had the Best Gross Profit Margin.

Most Improved Gross Profit Margin

WINNER: Vic, Sandy, & Chris Portincaso, Boss Automotive

The winner of this award is the Re-Engineering client that had the Most Improved Gross Profit Margin.

ALUMNI INDIVIDUAL AWARDS

Best Service Sales (Large Volume)

WINNER: Scott & MaryBeth Brown, Cardinal Plaza Shell

The winner of this award is the Alumni client that had the Best Service Sales (parts, shop supplies, labor, and sublet) in a large volume shop.

Best Service Sales

WINNER: Sam Park, Import Sports Performance

The winner of this award is the Alumni client that had the Best Service Sales (parts, shop supplies, labor, and sublet).

Best Tire Sales (Large Volume)

WINNER: Clarence & Carolyn Hoffman, Penner Tire

The winner of this award is the Alumni client that had the Best Tire Sales in a large volume shop.

Best Tire Sales

WINNER: Cid Owens, Settle Tire

The winner of this award is the Alumni client that had the Best Tire Sales.

Best Gross Profit Margin (Large Volume)

WINNER: Chuck & Patty Robfogel, Empire Automotive

The winner of this award is the Alumni client that had the Best Gross Profit Margin in a large volume shop.

Best Gross Profit Margin

WINNER: Mike Kuczynski & Scott Larsen, Cadillac Specialists

The winner of this award is the Alumni client that had the Best Gross Profit Margin.

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20 GROUP AWARDS

Best Gross Profit

WINNER: Money Masters (Mike Bennet, Facilitator)

The winner of this award is the 20 Group that had the Best Gross Profit Margin.

Most Improved Gross Profit

WINNER: Profit Force (Tom Ringle, Facilitator)

The winner of this award is the 20 Group that had the Most Improved Gross Profit Margin.

Best 20 Group Member

WINNER: Carole Anderton - First Landing Auto

The winner of this award is the 20 Group Member that had the best attendance and contribution to their group.

20 Group Loyalty & Commitment Award

WINNER: Money Masters (Mike Bennet, Facilitator)

The Loyalty & Commitment Award is given to the 20 Group that has demonstrated, as a group, that they best embraced the challenge of working together and that they were willing to make their fellow group members the utmost priority.

They put in time for things like pre-work and follow-up, ultimately ensuring everyone on the team walked away from meetings with real solutions to solve the everyday problems we all face managing the shop.

As the saying goes, "showing up is half the battle."

The members of this team fought that battle, refusing to allow distractions to keep them from achieving their goal. They juggled their schedules, they sat in airports and they got it done!!!

Sam's Corner

Bob Cutler Award for Succession Planning

Succession planning is a very important step for any business owner. We here at ATI work very closely with our clients through our coaching program to have a succession plan in place for the future of their businesses. The value of working with your coach and developing that personal relationship was proven on January 22, 2013, when one of our owners suddenly passed away. Mr. Robert "Bob" J. Cutler, age 58, was a longtime friend and client of ATI. Bob and his wife had co-owned three auto repair shops in Muskegon, Mich. After his death, his family found themselves lost in the business. He had never shared the vision in writing nor presented a sturdy succession plan with his family. They reached out to their coach, Brian Hunnicutt, who had coached Bob over the years

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and knew of his vision for the business. In working with Bob's son, Andrew, the family business has recovered since they were able to come up with an action plan.

The *Bob Cutler Award* was created to recognize clients that have made the succession of their business a main priority. It honors those whose succession plans are able to withstand and move past any crisis that may arise.

At the ATI SuperConference 2015 we proudly announced this year's Bob Cutler Award recipient: Dave and Jan Murphy with Murphy's Autocare. The Murphys have sat down with family council and their children so that the family is aware of the succession plan for their businesses. Not only do Dave and Jan have a written action plan in case of tragedy, they also have the roles for the family members all laid out.

Congratulations to Dave and Jan Murphy!



-Chubby



SuperConference 2015

Palm Springs, California

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