

ShopTalk



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Upcoming Classes:

Shop Owner

Align Your Shop for Profit Course 1

January 11, 12 & 13
February 1, 2 & 3
March 1, 2 & 3

Leadership Mastery Course Part 2

January 4, 5 & 6
February 15, 16 & 17
March 8, 9 & 10

A.B.M. Always Be Marketing Course Part 3

February 22, 23 & 24
March 13, 14 & 15

Staffing and Hiring Course Part 4

January 9 & 10
March 6 & 7

Succession Planning Course Part 5

February 8, 9 & 10

Service Advisor

The Role of the Service Advisor

December 1 & 2
January 5 & 6
March 6 & 7

West Coast Course

January 19 & 20
February 9 & 10

ATI's 7 Step Sales Process

West Coast Course

January 30 & 31

February 23 & 24
February 27 & 28
March 30 & 31

Service Manager

Advanced Service Advisor

February 20 & 21

January 23 & 24

Collision

Keys to a Successful Collision Business Course 1

February 1, 2 & 3

Leadership Mastery Course Part 2

January 4, 5 & 6
February 15, 16 & 17
March 8, 9 & 10

A.B.M. Always Be Marketing Course Part 3

February 22, 23 & 24
March 13, 14 & 15

Staffing and Hiring Course Part 4

January 9 & 10
March 6 & 7

Succession Planning Course Part 5

February 8, 9 & 10

Estimating & Sales Course Part 1

January 30 & 31

Estimating & Sales Course Part 2

February 27 & 28

Collision Repair Production

March 13 & 14

Please be sure to check out the exciting new feature of your ATICoast App! With a tap on your phone screen you can now view the most correct class schedule, check for class availability and register for classes! Class registration has never been easier!

Planting Seeds

Kim Hickey, ATI Coach

I very recently purchased a rental property in Daytona Beach. I was there this weekend enjoying it for myself for the first time. I took a walk to get the lay of the land, and find out what was in walking distance so I can put those places in my rental listing.

Almost directly across the street I spotted a little Italian restaurant. As soon as I walked in, a young woman immediately stopped what she was doing and very cheerfully greeted me. As she was seating me, she asked me in a very conversational tone if I had ever joined them before. When I replied no, she asked me what brought me to them. She asked it in a way that made me feel like she was really curious and wanting to get to know me — not like she was just trying to obtain a marketing source code.

I explained that I had just purchased a unit across the street. She gave me a menu and I ordered. While I was waiting for my caprese salad, she brought over a paper menu. I immediately found this odd, because I had already ordered. Again in a very cheery and conversational tone, she explained to me that while I was always welcome to dine in their restaurant — this menu was so that I could phone them for delivery. "Delivery?" I asked. And followed that up with "But you are right across the street, why would I want delivery?" It was then with a smoothness that I could really see she said, "You would be surprised how often you may want delivery. You never know when you will get hungry while sitting by the pool or on the beach and might want a snack without having to walk over here." Cue the big smile and then while she circled the words "We Deliver" and their phone number on the paper menu, she suggested I take the menu back to my unit and put it somewhere I could find it when I got hungry.

After my delicious salad (and amazing bread shipped in from Brooklyn that I should not have eaten) I walked back across the street to my unit thinking that my server was crazy. It was less

than a five-minute walk. But guess what I started thinking about the next day by the pool? How convenient it was that if I ever wanted to have food delivered to me at the pool, I could. The seed my server planted started growing.

Besides my delicious meal and information for my rental ad, my takeaways (and I hope yours too) were:

- **When you plant a seed, it continues to grow**
- **My server did a fantastic job of:**
 - ✓ Greeting me
 - ✓ Acting interested and like she genuinely cared
 - ✓ Asking for the source of my visit without it feeling like an inquisition
 - ✓ Setting up my next possible visit or order from them
- **Because she gave me the paper menu:**
 - ✓ I had something of theirs to take back to my unit that would be seen by me
 - ✓ I had something of theirs to take back to my unit that would be seen by my many (hopefully) tenants

BTW: The words "We Deliver" were on my original menu, the sign on the door when I walked in, and also on a little stand on my table — but I never noticed those words before she mentioned them to me because I wasn't looking for them. Stop assuming your customers know what you do and what you have to offer. Stop assuming they know you perform factory scheduled maintenance, sell tires, give rides, have loaners, know you have a great warranty, work on all makes and models, etc. It doesn't matter how many times you post those things on your website, printed materials, on your counter, or in your waiting room. Plant your seeds!!!

PS. She also upsold me on a side order of meatballs!



Brian Stasch, ATI Vice President

Our coaches have been working diligently to identify their individual top clients, yielding a list of 150 highly qualified contenders. Of these, 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. From these original picks, we will have three additional cuts that will determine the Top 25 finalists. Then, at SuperConference 2017, we will announce our Top 12 finalists representing the very best ATI shops in North America.

Round 1 Top 150 Shops

Coach: Bobby Poist				Coach: Kevin Myers			
Affordable Auto Repair, Inc.	Doug Blickhan	CA		A-1 Automotive, LLC	Kory Brackett	OR	
Auto Check #19	Scott Bratton	TX		Crabtree Automotive, Inc.	Tim & Paula and Devon & Lisa Connaghan	OR	
Carlisle Auto Air	Billy & Tray Carlisle	TX		Derosa Automotive Services LTD	Jon Di-Rosa	BC	
Engle Automotive	Bryan & Mark Engle	CO		Direct Truck & Auto Repair	Josephine & Darrin Carlson	CA	
Hogan & Sons Tire and Auto - Fairfax	John Philip & Susan Hogan	VA		High-Tech Auto & Truck Center	Carl Kessler	VA	
Hogan & Sons Tire and Auto - Herndon	John Philip & Susan Hogan	VA		Lake Arbor Automotive & Truck	Dana Tepoel	CO	
Hogan & Sons Tire and Auto - Leesburg	John Philip & Susan Hogan	VA		Mac's Auto Center	Lori Miller	VA	
Hogan & Sons Tire and Auto - Purcellville	John Philip & Susan Hogan	VA		Mac's Service Center	Mac McManus	VA	
Hogan & Sons Tire and Auto - South Riding	John Philip & Susan Hogan	VA		Plymouth Auto & Tire Center	Al & Danielle Torcini	PA	
Injected Engineering	Aric Carrion	GA		Ray & Dana's Inman Auto Care	Dana & Yannet Perone	NJ	
Triangle Motors	Tom & Jon Meacham	MD		Rieger Motors	Kirk Edelman	IL	
Woodie's Auto Service & Repair Centers	Mike Woodie	NC		Coach: Kim Hickey			
Coach: Brian Hunnicutt				American Import Auto, Inc.	Jeff & Donna Hazeltine	FL	
AG Diesel Repair	Cameron Tormanen	OR		Cars Muffler & Automotive	Michael & Glida Dyckman	CA	
Auto Check 9	Steve Weidenheft	TX		Kwik Kar Auto Service & Repair Center	Michael & Claudia Pugh	TX	
Elite Motorsports	Kayihan Kiryaman & Sal Valenti	NY		Sacramento Specialty Automotive	Joe & Carrie Brazil	CA	
Fifth Gear Automotive	Jr.	TX		Coach: Mike Bennett			
Fox Run Automotive	Michael De Fino	DE		Auto Stop 1	Tom Lapham	VA	
Frank's Servicer, Inc.	Frank Dischinger III	PA		Babcock Auto Care	Jeremy & Jeana Babcock	MN	
G&C Tire and Auto Service - Chantilly	Gregg & Christina Caldwell	VA		Ben Nielsen's Skyline Automotive	Ben & Erin Nielsen	VA	
Kelly Automotive	Kelly & Tiffani Mullenau	AZ		Bradham Automotive	John & Claudia Crowder	VA	
Ledom's Performance Equipment and Diesel Repair	Greg & Patti Budwine and Larry Ledom	CO		Carmine's Import Service	Carmine Cupani	NC	
Midwest Performance Cars	Andy Bizub	IL		Escondido German Auto	Dustin & Mindy Michael	CA	
MINHS Automotive	Tam Truong	NY		Finsanto, LLC	Steve & Luisa Findley	TX	
Murphy's Autocare, Inc.	Dave & Jan Murphy	OH		German Motor Specialist	Saied Sadrzadeh	CA	
Penner's Tire & Auto, Inc.	Clarence & Carolyn Hoffman	NE		Joe's Garage, LLC	Darin & Lori David	OR	
Ray-A-Motive	Ray & Dawn Dunton	CA		Krietz Auto Repair, Inc.	Charlie & Kim Krietz	MD	
Rocha's Automotive, Inc.	Ken & Angie Rocha	CA		MD Automotive Service Center	Mike & Natalie Dehart	TX	
Taylor Company BMW	Bruce Taylor	CA		Raceway Lube Plus	Bob Garcia	CO	
V & F Auto, Inc.	Frank & Sheila Palange	MA		Sloan's Automotive	Terry Sloan	FI	
West Town Monona Tire/Auto Service Center	Ted Manning	WI		Stan's Auto Service	Sheldon & Pamela Barthloma	CO	
Coach: Charles Dailey				Toole's Garage	David & Audra Toole	CA	
Auto Europa	Andrew & Kacee Farrar	FL		Town & Country Auto Repair	Mark & Patty Carroll	MD	
BMW Excluservice	Stephane Grabina	MD		Coach: Mike Haley			
German Auto Specialists	John Roberts & John Brownell	PA		Ayers Automotive Repair	Robert & Nikki Ayers	CA	
German Auto Works	Steve Sanders	MN		Cardinal Plaza Shell	Scott & MaryBeth Brown	VA	
Japanese Auto Masters	Tom & Cynthia Potter	VA		Coach: Mike Warren			
Revolution Mercedes-Benz and Smart Specialists	Matt Purselle	GA		Anytime Road Service & Repair	Brian & Leann Pender	UT	
Coach: Donald Walter				Centerville Automotive, Inc.	Ben & Sharon Forshee	OH	
AAA Complete Automotive Repair	Ottavio Dattolo	IL		Elite Auto Experts	Moe Rabieh	TX	
County Transmissions, Inc.	Hampton Childs	VA		Walt Eger's Service Center	Bruce & Donna Spencer	MD	
Statesboro Tire & Brake, LLC	Lloyd & Roxanne Williams	GA		WOW Auto Care	David & Liv Pike	CA	
Ward Service	Jim & Melanie Ward	CA		Coach: Nadine Durbin			
Coach: Eric Twigg				Gil's Garage, Inc.	Mike Brewster	NY	
Beck Automotive	Ben Briggeman	IN		Coach: Paul Colison			
BG Automotive, Inc.	Bryan & Cendi Gossel	CO		Allstate Auto & Truck Repair, Inc.	Thomas Futch	FL	
Caton Auto Clinic	Ken & Diane Steinbach	MD		De Pere Auto Center, Inc.	Steve Fiset	WI	
Check's Muffler Center	Greg & Cheryl Karr	WI		Hillmuth Certified Automotive - Clarksville	Doug & Eileen Hillmuth	MD	
Clovis Auto Shop	Rob Porcella	CA		Hillmuth Certified Automotive - Columbia	Billy & Patty Hillmuth	MD	
Hillside Auto Repair	David & Zoie Carney	CA		Kleyn Mobile Repair, LLC	Joseph Kleyn	MI	
Ken's Automotive & Transmissions	Mark & Donna Mead	MD		Procter Automotive	Jimmy Campbell	TX	
Mitch Smith Auto Service & Sales, LLC	Mitch & Mary Smith	IN		Coach: Rick Johnson			
Norm the Tire Man	Rich Seals	AR		AutoTECH	Troy Love	CA	
Rick and Ray's Auto Plaza	Ray Konderla & Rick Bradshaw	TX		Electric Laboratories	Dennis & Patty Albrecht	CA	
Rob'e Mans Auto Service	Eddie & Trish Cleveland	AL		Good Works Auto Repair, LLC	Glen & RaeAnn Hayward	AZ	
Strictly Diesel	Dennis Schroeder & Nate Brekken	AZ		Jay's Automotive	Jason & Amy Wood	CO	
Werner's Mercedes & BMW	Ron & Debbie Dreitzler	UT		Long Beach Autohaus	Scott & Pamela Parson	CA	
Coach: Geoff Berman				Milstead Service Center	Mark & Stephanie Milstead	TX	
Daves Ultimate Automotive	Dave & Ruth Erb	TX		Silver Lake Auto & Tire Centers	Dan & Darren Garlock	WI	
Hoffmann Automotive	Jeff & Sue Hoffmann	CA		Taylor's Auto Service	Ramiro & Samantha Olazabal	CA	
Integrity First Automotive	Damian & Jill Shaw	UT		Coach: Rod Bowman			
Jeff's Automotive Service	Jeffrey Strausser	PA		Dave's Valley Auto Clinic, Inc.	Dave & Cheryl Heer	WA	
Matthey Automotive	Judson & Christine Matthey	NJ		Hayes Automotive, Inc.	David & Sherri Hayes	CO	
Precision Auto	Bud & Jackie Wildman	MD		Len's Automotive	Ken Mattson	WA	
Superior Auto Service - Frederick	David Taggart	MD		Reno Vulcanizing Auto Care and Tires - Plumb Lane	Steve & Mitch Besso	NV	
Coach: George Zeeks				Service First Automotive Centers - Champions	Nathan Pruski, Terral Hill, Chris Pazderny	TX	
D'Avico Auto Repair, Inc.	John & Rose D'Avico	PA		Service First Automotive Centers - Spring	Nathan Pruski, Terral Hill, Chris Pazderny	TX	
European Auto Solutions	Tim Allen, Ed Owen & Scott Penney	MA		Taylor's Auto Service	Jon Taylor	SC	
Haglin Automotive, Inc.	Dana & Judi Haglin	CO		Coach: Steve Privette			
Coach: John Leslie				C & M Auto Service	Craig & Monica Courtney	CA	
Autotek Auto Repair	John & Susan Brekke	CO		Jim's Auto Clinic, LLC	Mark Greve	OH	
Brazelton Auto	Lewis Brazelton	TX		Paul Campanella's Auto & Tire Center - Pike Creek	Anthony Campanella	DE	
Express Auto Service-Fredericksburg	Daniel Ritchie	VA		Paul Campanella's Auto & Tire Center - Wilmington	Paul & Karen Campanella	DE	
Farmington Motor Sports, Inc.	Marjorie Lancaster	CT		Pro Auto Care	Al & Jessica Oraman	CO	
Interstate Muffler - Staunton	Wayne Sipe	VA		Coach: Tom Ringle			
Techway Automotive	Brian & Michelle Ordway	AL		Accurate Automotive	Lee & Kelli Weatherby	AZ	
Coach: Jose Cruz				Bransfield Motor Company	John Eichler Jr	MD	
D & R Intensive Car Care	Ray & Jodi Driggers	GA		Community Car Care	Scott & Debbie Fleckinger	KY	
Morrison's Auto-Rite, Inc.	Fred Morrison, Rob Morrison & Michael Gallagher	MA		Hollin Hall Automotive	Tom & Judi Harvey	VA	
Coach: Kevin Allen				Laguna Auto Service Center	Mohammad Bonakdar	CA	
Campus Automotive	Matt & Jessica McMurray	VA		Masters European and Japanese Auto	Keith & Kate Terstegge	IL	
Conant Automotive	Joe & Erin Conant	WI		Van Dam Auto & Truck Repair	Jim & Carolyn Van Dam	CA	
McDonnell's Automatic Transmission Specialists	Aden McDonnell	MT		Wastler Auto Service, LLC	Kenneth Wastler	MD	
S&S Auto Repair	Steve & Melonie Smith	TN		Westlake Independent	Bruce Nation	CA	
Tom Hodges Auto Sales, Inc.	Tom & Anne Hodges	MD					

The Coach's Corner

Is Your Shop Using Uber?

Bobby Poist, ATI Coach

At Uber, their mission is to provide access to convenient, reliable transportation for everyone. Many businesses want to make it easier for their customers to go about their day — whether they are picking up a last-minute gift, dropping the car off for an oil change or heading to an appointment. That's why some automotive shops and collision centers have set up a business Uber account. Uber is offering businesses the means to transport customers to their shops. They utilize Uber to give their customers rides or use Uber for their shuttle services. Some shops have built relationships with Uber

drivers, so they hang around the shop area in the mornings accepting the morning calls. One ATI member shop in California says there is one Uber driver that is there within minutes due to the frequency of his calls. This owner has a business account that bills the shop's credit card, and keeps tip envelopes with \$5.00 to \$8.00 depending on the customer's distance needs.

Uber also has a strict inspection policy that are more in depth than some state inspections. Their vehicles must fall within a specific age range, and must be kept in great condition. You

could potentially build some revenue by becoming a facility that services their vehicles. This could be very beneficial in the future.

Ever use Uber yourself? The process to set up an account is easy, and could save you on expenses. Think about it. You will no longer have to pay for a shuttle and extra insurance costs; and the savings of one less payroll expense could save you tons. Most urban area Uber users wait less than 5-10 minutes for a driver to arrive once requested. Drivers are friendly and eager to help. Price fares ranged from \$6.00 to \$11.00.

Sam's Corner

Super Conference 2016 Charity Update

K9s for Warriors Graduating Class
Richard Menneg, ATI President

Seems like yesterday that we were in Amelia Island at our annual Awards Banquet celebrating the achievements of ATI's best of the best in North America. In addition to recognizing our 2015 winners, we also presented our largest SuperConference charity donation check ever to K9s for Warriors. We are always humbled by the generosity of our members but this year, you were over the top!

Over the four days YOU pledged close to \$100,000 to this incredible organization which pairs veterans who have returned from military service, suffering from PTSD, with rescue service dogs. Your individual,



caring donations were large enough to sponsor a graduating class. Fast forward eight months to Thursday, November 17, which was graduation day for ATI's sponsored class.

Amy Fox, Karen Dee and I represented all of you by attending this special day at the K9s headquarters outside of Jacksonville, FL. We got to spend a few minutes before the ceremony with our class warriors and their dogs. They were so appreciative of ATI's members! After the graduation, ATI was presented with a beautiful framed picture of our graduating warriors, which will be proudly displayed at ATI headquarters.

As we were getting ready to leave, one of the warrior moms came up to thank us. She told us that her son wouldn't be here today if not for this program. As a matter of fact, she said, two of his buddies

had committed suicide in the few weeks he was at K9s. In part because of ATI's member generosity, she now has hope for her son.

It was a very moving day to say the least. Our veterans deserve whatever it takes to help them return to a productive, healthy life back home after service. Your generosity truly made a difference. Thank you all so much.





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February Marketing *Kim Hickey, ATI Coach*

By now your February marketing efforts should be well on their way, but if they aren't — here are some ideas.

National Children's Dental Health Month: Partner with your local dentists. You can find ideas and more information here <http://www.ada.org/en/public-programs/national-childrens-dental-health-month/>. Contact your local newspaper and see if they will give you coverage.

Oscar Night: Host an "Oscar" event at your shop. Create categories and awards for your customers' vehicles "Best Truck," "Best Foreign Car," "Best Domestic Car," "Highest Mileage." Purchase inexpensive Oscar statues and a red carpet runner for your front entrance (Amazon has really inexpensive ones — you can even order them with custom text) and create themed certificates. Put pictures of the winners in gold frames and present them to the winners. If they display the frame in their house, they will always be thinking about you.

National Heart Health Awareness Month: This is the perfect time to create awareness and tie it into a promotion for your shop. You can give discounts if someone brings in their blood pressure readout, have a contest for your staff and customers on how many minutes a day they are active or how many steps they take. Use social media to have customers post pics of their fit trackers for the day or getting their blood pressure checked. While I was shopping last year, one store was handing out credit card size cards to keep in your wallet that had heart attack and stroke warning signs on the back and the front had a QR code, Twitter, Facebook and YouTube logo for the American Heart Association. You could print up something similar with your logo and social media info on the front. Every time someone saw the card in their wallet, they would think of you. Here are three sample links for information on heart health:

<http://healthfinder.gov/NHO/FebruaryToolkit.aspx>

<http://www.cdc.gov/features/heartmonth/>

<http://www.nhlbi.nih.gov/health/educational/hearttruth/>

If you would like to see a picture of the card given out by the local store email me at khickey@autotraining.net.

Make sure with anything you do that you take lots of pictures and post on social media!