

ShopTalk

July 2017
ATI
 Automotive
 Training Institute

www.autotraining.net

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Upcoming Classes:

July

- 10, 11 Service Advisor Course Part 2 - ATI's 7 Step Process
- 13, 14 California Service Advisor Course Part 1 - The Role of the Service Advisor
- 12, 13, 14 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 24, 25 Service Advisor Part 1 - The Role of the Service Advisor
- 26, 27, 28 Shop Owners Course Part 2 - Advanced Management and Leadership
- 26, 27, 28 Collision Owners Course Part 2 - Advanced Management and Leadership
- 31 Collision Repair Estimating and Sales Course Part 2

August

- 1 Collision Repair Estimating and Sales Course Part 2
- 2, 3, 4 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 2, 3, 4 Collision Owners Course Part 1 - Keys to a Successful Collision Repair Business
- 7, 8 Service Advisor Course Part 2 - ATI's 7 Step Process
- 7, 8, 9 Shop Owners Course Part 5 - Succession Planning
- 7, 8, 9 Collision Owners Course Part 5 - Succession Planning
- 10, 11 Shop Owner Course Part 4 - Staffing and Hiring
- 10, 11 Collision Owners Course Part 4 - Staffing and Hiring
- 16, 17, 18 Shop Owners Course Part 2 - Advanced Management and Leadership
- 16, 17, 18 Collision Owners Course Part 2 - Advanced Management and Leadership
- 17, 18 20 Group - Future Owners - Headquarters
- 17, 18 20 Group - Second In Command - Headquarters
- 21, 22 Service Advisor Part 1 - The Role of the Service Advisor
- 23, 24, 25 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
- 23, 24, 25 Collision Owners Course Part 3 - A.B.M. Always Be Marketing
- 24, 25 California Service Advisor Course Part 2 - ATI's 7 Step Process
- 28, 29 20 Group - Profiteers - ATI Headquarters
- 31 Service Advisor - Advanced Sales

September

- 1 Service Advisor - Advanced Sales
- 6, 7, 8 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 7, 8 20 Group - 20 On The Top - Tba
- 11, 12 20 Group - West Coast Originals - Los Angeles, CA
- 11, 12 20 Group - Game Changers - ATI Headquarters
- 11, 12 20 Group - The Buck Starts Here - Tba
- 13, 14, 15 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
- 13, 14, 15 Collision Owners Course Part 3 - A.B.M. Always Be Marketing
- 14, 15 MasterMind - tba
- 14, 15 20 Group - Las Vegas - Las Vegas, NV

Classes continued on page 3



The Key to Your Progress

Eric M. Twiggs, ATI Coach

“I hated every minute of training, but I said, **“Don't quit. Suffer now and live the rest of your life as a champion.”** —Muhammad Ali

I am in the **process** of training for a marathon. At the start of this journey, my initial goal was to **run three miles**. “Three miles is a long run,” I thought to myself. During the run, I had to fight the urge to stop and had to ignore that voice in my head telling me to quit. At the end of the run I would be exhausted and drenched in sweat. The next morning, my legs would be so sore that I would have difficulty walking.

My next hurdle was to run five miles. “Five miles is a long run,” I thought to myself. Again, that voice in my head was urging me to give up short of my goal. I completed the run exhausted, drenched in sweat, and questioning why I was putting myself through this torture.

Last week, as I completed a seven-mile run, I noticed something interesting. At mile three, I felt fine. At mile five, I had no desire to give up. **I was making progress.**

I know what you're thinking: “Great story, Twiggs, but what do your morning runs have to do with me?”

The marathon is a metaphor of your **ATI journey**. When you began, you thought raising your labor rate by \$3 would put you out of business. Now you can do a \$10 bump without losing any sleep.

When you first implemented the parts matrix, you heard that voice in your head saying, “My customers don't have the money.” Now you **just set it and forget it**. In the beginning, the thought of leaving your shop for three days scared you to death. Now, you can leave for three weeks and return to a better business than when you left.

If I asked you to go out and run a marathon next week, you would probably laugh at me. **If the marathon was next year, and you embraced the training process, what appears to be impossible now, would become achievable in the future.**

The good news is that no matter **where you are in your ATI journey, your future is in front of you. The key to your progress is to embrace the process.** Stay with me as I explain what this means for you.



Focus on Growing

In a previous blog, we discussed the difference between a **fixed and growth mindset**. This concept was originated by Dr. Carol Dweck in her book “Mindset.” According to Dweck, someone with a fixed mindset believes that talents and abilities are set and can't be improved upon. When faced with the challenge of running a marathon, someone with a **fixed mindset** would respond: “I can't because I'm not a good athlete.”

The individual with a **growth mindset** believes that abilities can be improved upon with effort. When challenged to run a marathon, they would respond: “If I put in the work, I can become a better athlete.” **Which mindset do you have?**

Have you ever made one of the following statements? “I'm not good with numbers”; “I'm not a good leader”; “I'm not good at selling.” All three statements are symptoms of a fixed mindset. By focusing on growing, you would recognize that you can get better, if you are willing to work.

For example, I work with a shop owner who struggled to understand the numbers five years ago, when she was new to the program. Today, she is the numbers guru in her 20 Group. When someone has a question about their portal numbers, they ask her. She focused on growth, which helped her embrace the process.



Focus on Becoming

I have a confession to make. I don't like running at five o'clock in the morning. I don't like running when it's twenty-five degrees outside. I don't like running in the rain. So why then, am I training for a marathon? It's because I like the **person I must become, to run twenty-six miles**. If I can persist through the morning runs, I will become a **marathoner**.

What do you have to persist through to become a **Top Shop Owner**? You may not like updating the portal every week. You may not like sitting through classes. You may not like doing **daily repair order audits**. The key is to focus on who you can become by doing these things!

To get a clear picture of what's possible, find a mentor who has achieved what you desire, while overcoming similar challenges. This will give you a living example of what your end result looks like.

For example, I have a friend from college who had less athletic ability than I had, but has recently run in multiple marathons. Seeing his current fitness level inspires me to keep pressing forward.

At the end of the day, you can love **the results without liking the rituals**. Shifting your focus to who you can become, will make it easier to do the unpleasant but necessary tasks that lead to greatness.

Summary

So, there you have it. **Focusing on growing and becoming will help you to embrace the process, which is the key to your progress. Remember, the race to become the best of the best is a marathon, and not a sprint!**

PS. I have a special technique known as “the rubber band method” to help you become aware of when you're operating from a fixed mindset. This will remind you to focus on growth so that you make more progress. Email etwiggs@autotraining.net and I will send you the details.

The Coach's Corner

Stop Taking The Easy Way Out Let Me Introduce You to the Devil in Your Life

Geoff Berman, ATI Coach

Last month you learned how important it is for everyone in the business to take responsibility for their happiness throughout the day, and that you set the example for them to learn this message. You also learned that you tend to ignore the obvious signs, because you look at only the downsides of confronting the issue rather than the upsides, and as a result ignore the real problem. In this month's article, you are going to learn why this is happening to you.



A few steps back in time

Let's go all the way back to your childhood. Can you remember a time where something really bad happened and you knew if your parents found out there would be hell to pay? You had awful thoughts. Punishments, losing toys, or even beatings, were likely visions in your mind. This was scary and you hoped and prayed they would never find out.

One day you came home from school and they are waiting for you. Oh crap! They found out. You're in trouble now. Don't get me wrong. I do not mean to diminish what happened. I just want you to compare your thoughts of what would happen, with what actually happened. If you really think about it, I'd be willing to bet that what you thought would happen was far worse than what actually did.



Think about this

You have a sales associate running your office. They have good numbers, ok CSI results, and on the surface things seem to be ok. That said, something just doesn't feel right. The crew does not seem happy most of the time. You can't seem to figure out why production never consistently improves above a mediocre level. While customers seem ok, something is off. Your gut tells you there are issues at the counter, but you do not want to push too hard and rock the boat because if you do, he may get mad, quit, and take your best tech with him.

Now something happens, and he does quit. Staff morale improves. Production improves. Customers tell you they never really liked him and they are glad he is gone. The staff tells you similar stories. You knew this, but you ignored it because of all the thoughts you had of what might happen if... All the bad things that might happen. Not any of the good. Again, what was in your mind's eye was far worse than what actually happened.

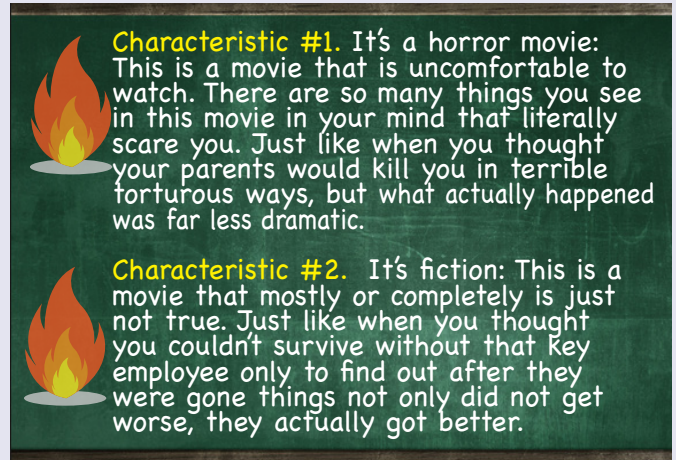


The devil made you do it

As human beings, we all have systems within us that are designed to protect us. Our thoughts are no different. When we think about all those things that might

happen if... This is our brain trying to protect us. It is putting up a protective wall so that we don't get hurt. The key is to learn how to recognize when these thoughts are based on fact, and when they are based on fear.

When that protective wall goes up, it should be easy to recognize because it is that same old movie that you have seen played over and over. The highlight reel has not changed. There are usually two characteristics that make this movie easy to spot:



Here is the answer

So, if you ever find yourself in a situation where you have this nagging feeling you're making the wrong decision, if you have heard several people tell you the same thing but you have ignored them, if you find yourself defending your position when you really have no facts to support that defense, then take a hard look at your movie. It is likely a horror movie that is made up. As soon as you recognize this you can let the fear go and do what you must.

Always remember this quote:



**The Devil in Your Mind
Is Always Worse Than the
Devil You Actually Face!**



Sam's Corner **Opening a Business**

Classes continued...

18, 19	Collision Production Course
18, 19	20 Group - Profit Force - Tba
18, 19	20 Group - Rollin In Dough - Tba
18, 19	20 Group - 20/20 Vision - ATI Headquarters
20, 21, 22	Shop Owners Course Part 2 - Advanced Management and Leadership
20, 21, 22	Collision Owners Course Part 2 - Advanced Management and Leadership
25, 26	20 Group - The High Mark - Tba
25, 26	Service Advisor Course Part 2 - ATI's 7 Step Process
28, 29	20 Group - 20 for the Money
28, 29	20 Group - Back In Black - ATI Headquarters

October

2, 3	20 Group - Notin But Net - Tba
2, 3	20 Group - Leading Ladies - ATI Headquarters
2, 3	20 Group - Phoenix Rising - Tba
4, 5, 6	Shop Owners Course Part 1 - Aligning Your Shop For Profit
5, 6	20 Group - Score for More - ATI Headquarters
5, 6	20 Group - Best of the West - Tba
5, 6	20 Group - Nor'Easter - Boston, MA
9, 10	Service Advisor Part 1 - The Role of the Service Advisor
9, 10	Peak Performers - tba
11, 12, 13	Shop Owner Course Part 3 - A.B.M. Always Be Marketing
11, 12, 13	Collision Owners Course Part 3 - A.B.M. Always Be Marketing
12, 13	California Service Advisor Course Part 1 - The Role of the Service Advisor
12, 13	20 Group - Dallas Top Twenty - tba
12, 13	20 Group - CrashMasters - ATI Headquarters
16, 17	Collision Repair Estimating and Sales Course Part 1
16, 17	20 Group - Rising Tide - ATI Headquarters
16, 17, 18	Shop Owners Course Part 5 - Succession Planning
16, 17, 18	Collision Owners Course Part 5 - Succession Planning
18, 19, 20	Shop Owners Course Part 2 - Advanced Management and Leadership
18, 19, 20	Collision Owners Course Part 2 - Advanced Management and Leadership
19, 20	20 Group - Dollars And Sense - Tba
19, 20	20 Group - European Imports - ATI Headquarters
23, 24	Service Advisor Course Part 2 - ATI's 7 Step Process
23, 24	20 Group - New Baltimore - ATI Headquarters
23, 24	20 Group - Atlanta - Atlanta, GA

November

1, 2, 3	Shop Owner Course Part 3 - A.B.M. Always Be Marketing
1, 2, 3	Collision Owners Course Part 3 - A.B.M. Always Be Marketing
2, 3	California Service Advisor Course Part 2 - ATI's 7 Step Process
6, 7	Shop Owner Course Part 4 - Staffing and Hiring
6, 7	Collision Owners Course Part 4 - Staffing and Hiring
6, 7	Collision Production Course
8, 9, 10	Shop Owners Course Part 1 - Aligning Your Shop For Profit
8, 9, 10	Collision Owners Course Part 1 - Keys to a Successful Collision Repair Business
13, 14	Service Advisor Part 1 - The Role of the Service Advisor
16, 17	Service Advisor - Service Manager
27, 28	Service Advisor Course Part 2 - ATI's 7 Step Process
29, 30	Shop Owners Course Part 2 - Advanced Management and Leadership
29, 30	Collision Owners Course Part 2 - Advanced Management and Leadership

Please be sure to check out the exciting new feature of your ATIConect App! With a tap on your phone screen you can now view the most current class schedule, check for class availability and register for classes!

Class registration has never been easier!

When opening a business, we have the opportunity to decide what kind of shop it will be. It can be the best quality, the cheapest or a specialty shop catering to specific makes or types of vehicles. We can stress convenience, price or great customer service. Who we are and what we are is something we need to decide before we open our doors, before that first transaction is rung up.

The typical shop owner I talk to is a technician who decided he or she would like to be a business owner. I have nothing but praise for an individual who would follow their dream, though if given the opportunity I would caution the prospective owner to dig a little deeper and truly understand the challenge and burden they are taking on. How much will it cost? Do we have a business model or, as I often see, do we even know what a business model is? How am I at dealing with people? Do I understand what customer service is and what my customers are looking for? What does profitable mean? These are all questions that, under the best of circumstances, we ought to have the answers to before we even think about going into business. The reality is that the vast majority of the owners I talk to "just do it." And to their credit, a good portion of them do it well and enjoy success. I would praise and compliment their entrepreneurial spirit but would encourage all of them to seek advice in developing a plan and putting policies and procedures in place that will support that plan. You're going to have a very difficult time getting there if you don't know where "there" is.

One of the most important building blocks for a successful business is customer satisfaction.

In an age where knowledge seems to be no more difficult than a Google search, the automotive industry appears to suffer the very negative perceptions of the buying public. Fighting these perceptions needn't be more complicated than actually showing your care and concern for your customers and demanding quality from your staff. Excellence is something your customers are happy to pay for, again and again. Restaurants, retail stores and that other shop down the street haven't figured that out. Give them reasons to feel like family and your customers will always come home.

CSIs, those customer satisfaction surveys that many of us are doing, are a critical tool in measuring how well we are meeting

our customers' expectations. There are great benefits in our just sending out these surveys. It shows our customers that we actually care and want to hear their honest opinions. With the positive comments we see, we can reaffirm all the good things we are doing, while any negative comments provide us with an opportunity to identify problems within our business and offer a reasonable chance to redeem a customer who might have had an experience that was something less than our best effort.

Do something extraordinary and unexpected. Treat your customers like you care. We have all heard these suggestions but they are hard to deliver if you don't really care. It can happen to all of us at times, difficult employees, customers, landlords and vendors can sour the day. Ask yourself this: if you don't really care, do you think your people will? Your people believe what you believe unless they have been influenced by prior leadership. The only way to getting more free time is by having your people believe your customers need to be treated extraordinarily. Otherwise, you will have to be there all the time to demand quality behavior on their part. First, we must change their beliefs before we can change their behavior. If you can't change their beliefs, find someone who can or someone more willing to serve. Otherwise, it will never improve for you!

So, maybe the problem is you. If so, it may be time for a vacation, a long weekend or a new mentor to help you return to really caring about your customers. You may decide it is time to replace employees who don't believe in really caring for your customers so you can hire someone who does, to allow you some free time to work on your business and not in it every day. Whatever you decide, taking action is the only real power generated from Customer Satisfaction Surveys, so why don't you take some action right now!





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Hear shop owners talk about their AH-HA moments and tell their stories of change. Introducing the latest ATI innovation "Driving Change." This is a podcast we created to improve our members' experience and further assist with their growth. Each week I will be interviewing a client about something they are passionate about. We have a great start with several clients that have already stepped up and shared their stories. Will you be next? What wisdom and experience do you have to share? If you have a burning desire, and a great story to tell (and I know you do), we want you on the program. Please email me at podcast@autotraining.net to set up your personal interview.

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