

ShopTalk



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March 2016

Upcoming Classes:

Shop Owner

Align Your Shop for Profit

March 2, 3 & 4 | April 6, 7 & 8

May 11, 12 & 13

Staffing & Hiring

March 7 & 8

Leadership Mastery

March 9, 10 & 11 | April 20, 21 & 22

A.B.M. Always Be Marketing

April 13, 14 & 15 | May 25, 26 & 27

Succession Planning

April 20, 21 & 22

Service Advisor

The Role of the Service Advisor

March 7 & 8 | April 11 & 12

May 23 & 24

ATI's 7 Step Sales Process

March 24 & 25 | April 25 & 26

Service Advisor Advanced

April 4 & 5

The Role of the Service Advisor - W.C.

April 14 & 15

ATI's 7 Step Sales Process - W.C.

May 19 & 20

Collision

Keys to a Successful Collision Business

March 2, 3 & 4 | April 6, 7 & 8

May 11, 12 & 13

Leadership Mastery

March 9, 10 & 11

A.B.M. Always Be Marketing

April 13, 14 & 15

Collision Repair Production

May 9 & 10

ATI's Top Shop Quest Continues:

By Bryan Stasch, Vice President

Forth Round Picks Are In!

ATI's Top Shop Quest Continues: Our SuperConference 2016 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 25. From this group of great shops, the Top 12 and ultimately the ATI Top Shop for 2015 will be chosen. But you will have to wait until Saturday, March 19, to see the winners of these prestigious awards.

Account Name	Owner	Billing State/Province
Accurate Automotive	Lee & Kelli Weatherby	Mesa, AZ
Auto Check 9	Matthew & Mina Roayae	Houston, TX
Ayers Automotive	Robert & Nikki Ayers	Santa Barbara, CA
Babcock Auto Care, LLC	Jeremy & Jeana Babcock	Rochester, MN
BG Automotive Inc.	Bryan & Cendi Gossel	Fort Collins, CO
Bradham Automotive	John & Claudia Crowder	Alexandria, VA
C & M Auto Service	Craig & Monica Courtney	Morgan Hill, CA
Fifth Gear Automotive	Bill & Rhena Bernick & Rick & Nicole Jordan	Lewisville, TX
George's Sierra Shell	Doug & Linda Whiteman	Fontana, CA
Haglin Automotive, Inc.	Dana & Judi Haglin	Boulder, CO
Hillmuth Certified Automotive of Clarksville	Doug & Eileen Hillmuth	Clarksville, MD
Murphy's Autocare	Dave & Jan Murphy	Beavercreek, OH
Paul Campanella Auto & Tire Center	Paul & Karen Campanella	Wilmington, DE
Plymouth Auto and Tire Center	Al & Danielle Torcini	Plymouth Meeting, PA
Precision Auto	Bud & Jackie Wildman	Germantown, MD
Ray & Dana's Inman Auto Care	Dana & Yannet Perone	Colonia, NJ
Rocha's Automotive Inc.	Ken & Angie Rocha	Fortuna, CA
Silver Lake Auto Center	Dan & Becky Garlock	Oconomowoc, WI
Skyline Automotive	Ben & Erin Nielsen	Falls Church, VA
Stan's Auto Service	Sheldon & Pamela Barthlama	Loveland, CO
Tony and Sons	Corey & Donny Perhay	East Peoria, IL
V & F Auto Inc.	Frank & Sheila Palange	Agawam, MA
Walt Eger's Service Center	Walt & Katherine Eger	Severn, MD
Westlake Independent Service	Bruce Nation	Westlake Village, CA
Wilton Service Center	Mike Lindquist	Wilton, CT

The Butterfly Rule

Eric M. Twiggs

ATI Coach

Everything you want is on the other side of fear.

— Jack Canfield

I was surfing channels last Sunday, and stumbled across the Entertainment Network. They were showing an interview from 1998 with actress Helen Hunt. She had just won the Academy Award for her role in the movie "As Good As It Gets." The Oscar, like the ATI Top Shop award, is only given to the best of the best!

During the interview, the reporter says the following: "Helen, you just won the Oscar! How will you decide on your next film project?" Her response made me think of you. She replied: "I will choose the project that scares me the most."

Why would a successful actress, at the top of her game, seek out something that scares her? It's because she lives by the Butterfly Rule.

What task in your business scares you the most? The "butterflies" you feel are a sign that what you are about to do is critical to your success. You will not reach your potential until you do whatever you're afraid of.

Here's where the rule comes in: You have to do what scares you the most, because growth takes place on the other side of your butterflies. As you read on, you will learn about two aspects of your business where this applies.

Coaching Conversations

I was speaking with a service manager named "Jack," who talked nonstop about his problem employee. This technician was coming in late, not doing courtesy checks and failing to do the test drives.

I asked Jack if this was costing him money, and he said YES. I asked if this was affecting morale, and he said YES. I asked if he had spoken to the technician about it, and there was silence! Before I could email Verizon to complain about the dropped call, Jack spoke up. He admitted

to being nervous about having the difficult discussion.

Is there a coaching conversation with a problem employee that you've been avoiding? The queasy feeling in the pit of your stomach is confirmation of your need to have the conversation. Your people won't grow from the coaching session that you don't have!

Customer Calls

Have you ever felt uneasy with the idea of making follow-up calls to customers you haven't seen in a while, because you fear what they may tell you? Instead of dreading the phone call, consider this:

According to customer service expert Ruby Legner, the average business only gets complaints from 4 percent of their unhappy customers. 96 percent of the disappointed customers don't complain. 91 percent of these unhappy patrons that don't complain, never come back!

The average lifetime value of an automotive customer is around \$7,100. It will be easier to make the call, if you view it as an opportunity to save a valuable relationship.

Bad news doesn't get better with age, so the sooner you press through your fears, the better chance you have of growing your sales. The fact that it makes you nervous, is a sign that you need to do it!

Conclusion

So there you have it. If you apply the butterfly rule to your coaching conversations and customer calls, you increase your chances of becoming a Top Shop. And that's "As Good As It Gets!"

Sincerely,
Eric M. Twiggs
The Accountability Coach www.autotraining.net

PS. Does the idea of delivering a presentation to your employees, networking group, 20 Group or Rotary Club, give you the butterflies?

Email etwiggs@autotraining.net and I will send you a PowerPoint containing three strategies to help you press through the butterflies and nail your next presentation!

Sam's Corner

ATI Coach 2016 SuperConference Speaker Lineup

This year Richard and his team have assembled the best speakers in North America to help you continue to grow. I have personally spent time learning from three of these speakers and I can tell you without hesitation, this year will be both entertaining and educational. You will learn how to stay a purpose-driven company while motivating your staff to become more passionate and engaged in your business. We will share with you how to make your people more accountable to you and your business. You will also hear from industry experts about what we can expect through 2025 and why the automotive industry is so important to humanity. In addition, we will all learn about cyber-crime and how to protect ourselves from this new enemy that has affected all of us!

I look forward to spending time with you and kicking off SuperConference 2016!

E. L. Frederick



The Coach's Corner

It's Not the 80's Anymore

Out of Date Habit #5: As Long as

Everything Is Done by 5 p.m., We'll Be Fine

Geoff Berman

Coach/Instructor

Today is going to be another one of those days. Everything is dropped off by 9 a.m. and scheduled to leave by 5 p.m. In nineteen eighty something, we would pull into work most days only to be greeted by a lot full of people that had broken cars and needed us. This was the business model then and it worked. I'm guessing this doesn't happen nearly as often as it did, if it happens at all anymore.

There are two things I want to cover in this month's article. The first is how changing your approach to productivity will have a profound impact on it. The second is how you create a more consistent flow of customers and ultimately sales. In other words, be more proactive!

A Comparative Story

Ever wonder how a restaurant makes money? Yeah, there is profit on the food (more on the drinks, appetizers and desserts), but the real money is in the labor. The more food they sell, the more money they make, right? So how do they sell more food? It's simple: the more productive they are, the more food they sell. In an eight-hour shift "Table A" serves five groups of people that spend on average \$75 each. "Table B" serves 10 groups that spend an average of \$50 each. "Table A" generated \$375 in sales. "Table B" generated \$500 in sales. I think you can see that in this example it was labor, or better said, productivity that made the difference. Turning tables is where the money is made.

Do You Turn Your Tables?

If the restaurant didn't have things in place to keep the tables moving they would not make as much money. The same holds true for you. It doesn't matter how busy or slow the outlook for the day may be, the table still needs to be turned quickly and efficiently. Each job must stand on its own merit. So if everything comes in at 8 a.m. and gets done by 5 p.m., are you focused on turning those tables? If you see the service bay as the table that you must turn quickly, then consider the technician as the customer purchasing the meal. This is the moment you realize that your sales staff is truly there to serve. In the restaurant, the goal is to keep the customer focused on their meal. Drinks are filled before they are empty, the food flows from the appetizer all the way to the dessert and coffee, and the customer wants for nothing. If they are looking around for someone or getting up from the table looking for help, production is being slowed. The really good restaurants have worked all of this out of their process and can turn the table quickly with little or no delay. Similarly, you need to do the same. The key to this is keeping the technician in the bay. He or she should never have to come out of the bay to ask questions, look for parts, find paperwork, etc. Many times the tech is standing and waiting to talk with someone

to get the needed answers. This delays the table-turning rate and can result in one or two fewer cars through the bay each day.

If your shop is slow, I know what you are thinking. What's the difference? I don't have to worry about it; there's plenty of time to get the cars done! Maybe you're right, today. But what happens when you're busy? If you do not practice "best practices" when you're slow, you will not be able to perform when you're busy. Have you considered the brake job that calls at 3 p.m., but you can't take it because you didn't turn that table fast enough? How about quality control? If everything is done hurriedly at the end of the day, will you have enough time to look the car over properly and find those internal comebacks? Will you have enough time to get the paperwork in proper order? What about becoming consistent? If we teach the staff these things are OK, then production and quality isn't really as important as we may have preached. The outlook of the day shouldn't matter. The table must be turned, period!

Focus, Communication & Systems

To become production focused, you must look for leaks in production. That would be any time the technician leaves the bay. Ask yourself, why is this happening, and what can be done to eliminate it? The solution could be as simple as more centrally locating the battery tester or buying more of them, or maybe it is utilizing chat features on the computer or just texting. Look for the leaks and the answers will come. The next step is communicating effectively. Have you ever had a job sold, only to find out later it wasn't enough because either the service provider didn't understand something the tech wrote on the Courtesy Check or the tech just needed more time? This could have been avoided, in both of these cases, if the two of them had discussed the repair before the customer was called. Not to mention the service provider will do a better job selling the job, if they are sold first. It really only takes a minute to do this, and will greatly improve your bottom line. This more effective communication tool is most certainly "production focused." Go to the technician. Take them the parts and open the boxes with them. If they need you, don't make them come to you. If you're going to review the estimate, do it at the car. This communication will result in better estimates and stronger sales. The point is to keep your technician at the table as much as you possibly can.

The best way to accomplish this is to have a solid written system in place where everyone understands what is expected. Teach them how the business runs and what each person's role is in this process. You have heard me say it before: if you make it important, they will too. Nothing will change, if first you don't change.

Like what you have read? Want more? Email me at gberman@autotraining.net and I will send you the "Communication Process" to help you get started.





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Questions: Contact Amy Fox at
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