

Why I Like ATI

I have been with ATI for about sixteen months and my bottom line has increased dramatically. In fact, I've had to hire a service manager and two more techs to handle the increase in business.

I have a love-hate relationship with my coach, because she forces me outside my comfort zone. During our weekly chats, if I haven't hit my goals, she'll ask me why.

If I try to come up with an excuse, she will have too many answers, such as, "Your car count is up; were you doing your courtesy checks? Did you meet your ARO for the tickets you sold? How many labor hours are you selling during the week? Did your techs meet their labor hour targets?"



Last week was the worst week I've had since I have been with ATI. If I had not been with ATI, I would have said it was just a slow week and been done with it.

But because of the sales figures I regularly input into ATI's Data Portal, I was able to pinpoint *exactly* where I failed. I had just as many cars as a "normal" week, but my labor hours were half of what they should have been and my ARO was down by a third. We had failed to execute our ATI business plan.

My crew and I had a meeting and they were shown in black and white how we all had failed to do our jobs thoroughly. It's important to keep my crew involved in the success or failure of our business plan, and the very next week our sales were back up.

It makes a huge difference when we follow the plan. Thanks to ATI we have one to follow.

Larry Leverett

D&L Auto Repair, Inc.
369 E Harrison Street Suite A
Corona, CA 92879