

DON'T PUT YOUR SHOP ON A DIET

BECAUSE DIETS DON'T WORK, HERE'S THE SECRET TO TRULY IMPLEMENTING CHANGE.

BY CHRIS "CHUBBY" FREDERICK | CONTRIBUTOR

EVERY shop owner I have met wanted to change something in their shop at some point. The real challenge is implementing change so it lasts, because many times things go back to the way they were if you aren't careful.

Geoff Berman, one of our seasoned coaches at ATI, has a very successful strategy for implementing change, so let's listen to his story.

Ever wondered why no matter how hard you try or how committed you are to a diet, you just can't keep the weight off? If you're lucky, you're one of the few that this doesn't apply to. But for most of us, it is a daily harsh reality. You just can't keep the pounds off.

One morning the pants that are five sizes bigger than what we wore in high school are hard to button. Our spouse has been making comments. We hear people snicker. Our doctor told us our cholesterol is too high and we are 30 pounds overweight. What we see looking back at us in the mirror disgusts us. "That's it!" we say. "I have had enough!" We decide to go on a diet, and the cycle begins.

Commitment Isn't Enough

This is where we make the declaration that we are no longer going to eat the things we love. We are going to cut it all out and learn to eat what we have to eat, not what we want to eat. We no longer are going to eat those delicious greasy, fatty foods, and we dive in with both feet. We decide this is a life change and realize this is just the way it has to be.

We quickly learn to adjust to foods like salad (with no or light dressing), turkey, chicken, fish and assorted fruits and veg-



etables and nothing else. We no longer drink juice, soda or alcohol and learn to drink only water. Boy, this is going to be fun! We are committed and off we go.


It is great in the beginning. We are on a high and while the start is tough, we quickly adjust and trudge forward. We see how the weight is falling off as we step on the scale. Our clothes are starting to fit us again. Our spouse, friends and coworkers comment on how we look. "You look great, Dave! Have you lost weight?" You no longer despise the person staring back at you in the mirror.


This external motivation keeps you going. You starve yourself into losing weight, and one day at the end of this journey you say to yourself, "I did it! I look good! I'm going to celebrate. I'm having pizza tonight." This is the beginning of your journey back to the weight you were. Before you know it, you're making another declaration to

starve yourself and lose the weight all over again.

This happens because from the start we are doomed to failure. We went "on a diet." Just saying that implies that the process is temporary. What we need to do is "change our diet." We fooled ourselves into thinking we changed our diet, but we did not. This is the same problem we have in our shop. We make change, but rarely is it a permanent change.

As shop owners we create a new policy or introduce a new process. Three



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“WHY DO NEW STRATEGIES WORK IN SOME SHOPS AND NOT IN OTHERS? IT CAN BE DEMOGRAPHICS, BUT THE VAST MAJORITY OF THE TIME THE STRATEGY IS IMPLEMENTED INCORRECTLY AND SHOP GIVES UP ON IT.”

CHRIS “CHUBBY” FREDERICK [ATI CEO]

months later we see it isn't being done. We don't understand why, or worse yet, we allow our staff to convince us it doesn't work — after a weak attempt at best. They just do not want to put the effort into doing it. It's just too hard.

One Thing at a Time

What would happen if we just changed one thing in our diet? I like to drink soda. Let's say I decided to stop drinking soda and change nothing else. Let's say it took me three weeks before I could be honest with myself and say, “I am done with this. I don't crave it anymore. I am happy drinking water.” It is then that I have made a permanent change and can now move on to my next challenge and stop eating potato chips. Once I figure out the steps to reach my goal and implement them one at a time, my shop will improve as long as I am confident the change I have made is one that is there to stay.

I think it is fair to say that not having soda for a few weeks probably is not going to help me lose much weight. The process is going to take much longer, and the instant gratification I crave will not be there. But isn't it also fair to say that I am healthier for not having those chemicals in my body?

Our shop is the same. As shop owners we need to pick one thing, stick with it and make a change that becomes part of what we do permanently. It is now part of our shop culture. It needs to be measurable, and we need to measure it. Once we see we have achieved this step, then we can start on something new. Like the soda, this one thing alone may not have much of an impact, but we will know our shop is healthier for having done it.

Build a Foundation

You probably are thinking this sounds like it will take forever to accomplish. I can see why you might be thinking that,

so I want you to consider this. Investors will tell you if you take \$2,000 and invest it in your future and don't touch it, seven to 10 years from now that money will have doubled. Ten years to wait for \$4,000 doesn't sound all that great.

The big benefit comes later, because every year thereafter, you are getting the benefit of the 10-year double and doing it with money that was not yours to begin with. After 30 years, instead of having \$8,000, you may have as much as \$50,000. This is what I refer to as accelerated growth. We have to build the foundation first, and then we will see the growth.

This same concept applies to your shop and its change in diet. This is hard for most shop owners even though it makes logical sense, because as Americans we have been trained since birth to be impatient. We want everything faster. We need immediate gratification and we expect it. If you learn not to expect an instant change and you know how to measure your progress correctly, you will be able to change your shop's diet.

As you slowly make these permanent changes, knowing your shop is healthier but not expecting immediate results, I think you can see how there will be a point where it will all come together and your shop will have achieved accelerated growth.

We can help you change your shop's diet. We will help you see the steps you need to take to make your shop healthier. We can hold your hand and coach you through the process as you see the change slowly take hold. It is truly an amazing transformation and one that I can proudly

say our clients are enjoying, even in this difficult economy.

Practice Changing

To demonstrate an example of how you can help change the diet of your shop, simply go to the link below and register for a free, live 30-minute interactive webcast. We will walk you through the process and show you a few step-by-step examples of how your shop can easily accomplish this.

One of the most powerful ways to give your customers something they did not expect and get them addicted to your shop is to call them a few days after the service and thank them. Find out the most effective way to do make this change and how to make a permanent change in you shop's diet. It is actually faster and easier than you may think and done right, it will exceed your expectations. Simply go to www.ationlinetraining.com/2012-06 and learn how one thing at a time will change your life. **ZZ**



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