

ShopTalk



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Upcoming Classes:

Shop Owner

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September 7, 8 & 9

A.B.M. Always Be Marketing

September 14, 15 & 16

Leadership Mastery

September 21, 22 & 23

Align Your Shop for Profit

October 5, 6 & 7

A.B.M. Always Be Marketing

October 12, 13 & 14

Succession Planning

October 24, 25 & 26

Leadership Mastery

October 26, 27 & 28

Service Advisor

Advanced Service Advisor Course

September 1 & 2

ATI's 7 Step Sales Process

September 26 & 27

The Role of the Service Advisor

October 10 & 11

The Role of the Service Advisor - LAX

October 13 & 14

ATI's 7 Step Sales Process

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Keys to a Successful Collision Business

September 7, 8 & 9

A.B.M. Always Be Marketing

September 14, 15 & 16

Leadership Mastery

September 21, 22 & 23

Keys to a Successful Collision Business

October 5, 6 & 7

A.B.M. Always Be Marketing

October 12, 13 & 14

Leadership Mastery

October 26, 27 & 28

Please be sure to check out the exciting new feature of your ATIconnect 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!

Synopsis of the Estimate Presentation

Mike Bennett; ATI Coach

"Man, it's just that time of the year. We just can't get anyone to say YES." "It's Tax Time." "It's the weather." "It's the holidays." As a coach, I must hear one of these justifications a couple of dozen times a week. JUSTIFICATION??? Maybe a better word would be EXCUSE. Yes, it is really just an excuse. "We can't get an approval on this because..... (insert above excuse)." Let's make one thing clear. When we are talking about selling, it's more about customers buying. We don't believe in forcing anyone to do anything. The key is to present the very real needs of the customer so that they can make the informed decision to maintain their vehicle. Now, I am a realist. I do understand that there are times of the year when a customer's willingness to invest in their vehicle and give us an estimate approval does go down. In looking at it though, maybe it is not that the customer's willingness has gone down. I believe it is more correct to see that their need to feel and understand VALUE has gone up.

Really, to understand our customers, we need to understand that a purchase decision is not based on just price or their "willingness" to give up dollars. It is based more on the VALUE they perceive in what you are presenting versus the dollars they are going to have to give up to get it. There are times when it may seem that their perceived willingness goes down. However, more accurately, their need to feel value or their "value threshold" has gone up because of whatever is going on in life or the world. Let's be realistic: our presentations do not change a whole lot from day to day or season to season. We present an estimate the way we present an estimate. What changes is that there are times when a customer's decision-making threshold, or the VALUE they have to perceive to make the approval, goes up.

I use this descriptive analogy all the time when talking to shop owners:

Let's assume your "standard" presentation has value level of a 7 (on a value scale of 1-10). If a customer is getting ready for vacation or the child is getting ready to take the car off to college, they are

probably in a frame of mind to make a purchase, so their "need for value" threshold is say a 6. So, your presentation at a level 7 value will certainly be enough to satisfy their level of value threshold and you will likely make the sale. Now, let's imagine it is February. There are no real plans to travel any time soon. The Christmas credit card bill has just hit the mailbox and, oh yeah, the youngest was just at the dentist and they are talking braces. This customer's value threshold just jumped from a 6 to a 9, so if you're making your stock sales pitch at a value level 8, chances are you are gonna get the "let me think about it for next visit" answer. Translation: You are not going to get the sale today!

So, the opportunity is to take a real and critical look at our sales presentations and figure out what we can do to make EVERY presentation a 10! Are we working to communicate the value of our service? More important, have we established the value of the vehicle ahead of time, to make the value of the investment we are asking them to make seem appropriate and sensible?

When working with service advisors, I stress a couple of important things when reviewing the elements to the value presentation. 1) Great salespersons are not born. The skill is developed and honed. Practice and preparation makes perfect. Know what you want to say and know how you want to say it. 2) Believe in what you are selling. If you don't believe it, neither will the customer. The very best salespeople passionately believe in their product. If you don't, figure out why. Below is a bullet list of what I see as the important elements of a sales presentation.

Synopsis of the Estimate Presentation:

•Don't just dial the phone - Be prepared with an idea of the key points to cover in the presentation. Have your descriptive analogies ready and make sure you understand what you're talking about.

•Take a breath - And be prepared to communicate with control, energy and passion. Bring emotion and a dynamic voice to the conversation.

•Lower the walls - When they answer the phone and realize it's you, they are instantly apprehensive about the situation. *"How bad is it, what's this going to cost me and is the vehicle even worth it?"*

(Continue on back page)

The Coach's Corner

Book Review

The Five Dysfunctions of a Team

Eric M. Twigg; ATI Coach

Are you leading a dysfunctional team? Regardless of your answer, I recommend reading Patrick Lencioni's book **"The Five Dysfunctions of a Team."** In this leadership fable, Patrick tells the story of a CEO named Kathryn Petersen, who takes over a struggling technology company where the executives are failing to work together as an effective unit.

Before she can steer the company forward, she has to address the dysfunctional team dynamics, driving the company's low morale and declining market share. Kathryn decides to host an offsite retreat where she outlines the following five dysfunctions:

1. Absence of Trust

The absence of trust is the inability of the team members to be vulnerable and open with each other. In a trusting environment, people know that what they communicate won't be used against them. This gives them the liberty to admit their weaknesses and to ask for assistance when needed.

2. The Fear of Conflict

The fear of conflict stems from a lack of trust. When trust is absent, people are afraid to openly express their opinions and engage in healthy debates. On any effective team, there's no progress without conflict. It's important for the leader to foster an environment where employees can disagree without becoming disagreeable.

3. Lack of Commitment

If you don't speak up due to a fear of conflict, your opinions aren't considered during the decision-making process. This creates a lack of commitment, because it's hard to buy-in when you secretly disagree with the outcome. Healthy debate leads to stronger levels of commitment. It's easier to commit to the plan when your input is included in the process.

4. Avoidance of Accountability

The lack of commitment leads to an avoidance of accountability. Certain individuals will be hesitant to hold a teammate accountable for implementing an idea which they themselves haven't bought into. In a culture of accountability, the meeting doesn't end until the "who will do what, by when" is established for each agreed-upon action item.



5. Inattention to Results

Those who aren't held accountable, will choose to address their personal interests over achieving team results. On page 72, Kathryn the CEO stresses the importance of making the "collective ego" greater than the individual ego by using team results instead of personal recognition to define success.

Summary

Toward the end of the book, the author breaks away from his storytelling format to provide a detailed breakdown of all five dysfunctions, with specific strategies to overcome each barrier. My big takeaway was how each dysfunction had an impact on the next one.

If you're looking to build a culture of trust, open dialogue, commitment and accountability, with a focus on results, this is the book for you.



by Mike Haley, ATI Team Leader

What if I told you there is an event you can do in October to bring in new customers, get reacquainted with old customers and provide a community service. Would you want it? If I told you this event has national recognition and sponsorship. This event already exists and it is the Car Care Month performed every year in October and April. The Car Care Council was developed to help educate consumers on the second largest investment they have, their vehicles. Car Care offers everything you need to help schedule, plan and promote your event. For a fee of \$49 (tax deductible) you will receive your car care kit which includes all the point of sale tools needed to have a successful event. www.carcare.org



IF You Can't Beat 'em, Join 'em!

Kim Hickey; ATI Coach

It's time to get on the Pokémon bandwagon! Pokémon GO is going to be here for a while and I have no doubt that many similar games will be popping up. Here are just a few of the facts:

- Over 60 percent of those who have downloaded the app in the US are using it daily, meaning around 3 percent of the entire US Android population are users of the app.
- SimilarWeb estimates Pokémon GO's daily active users count will surpass Twitter's.
- Pokémon GO has racked up 10 million downloads in a record seven days.
- According to Google Alert, Pokémon GO is bigger than porn and almost bigger than the Brexit peak.
- Its daily active audience is also unprecedented for a game, beating out Twitter and Google Maps, although technically it's based on Google Maps data.
- Sensor Tower estimates the daily time spent within Pokémon GO at 33 minutes, more than Facebook.
- The game has been played by more than 30 million players worldwide since its initial release earlier this month.
- It has seen more usage on a daily basis than Facebook or Tinder.

Why am I telling you about this? For two reasons. One is so you can jump on this for your marketing and two is so that you can set up standards for your employees. Employers all over the country have been having problems with their staff literally running out the door in the middle of a transaction, speaking to a customer, on a phone call, etc., to go and chase some of the fictional characters. It has prompted employers to have to write a policy to address this situation and post signs for employees. This game can become an employer's nightmare. <https://www.inverse.com/article/18052-pokemon-go-signs-pop-up-at-businesses>

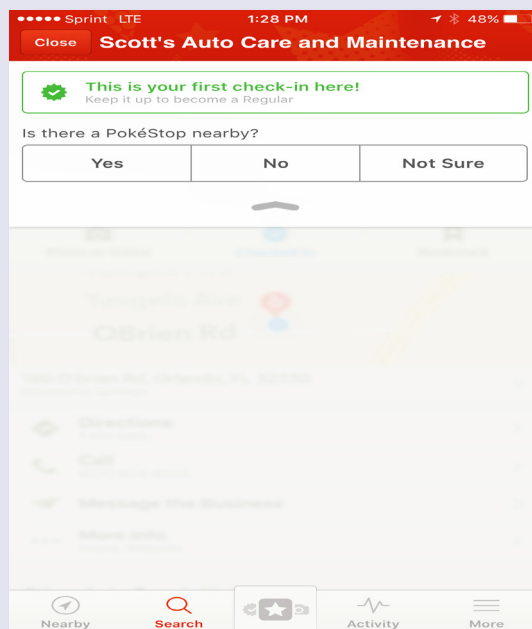
On the flip side of the coin, however, it could just be marketing gold. You can purchase a "Lure Module" that attracts players, which you can use to set up foot traffic

during slower times of the day. A pizzeria manager spent \$10 on a "Lure Module" and increased his sales by 30 percent. A movie theater created a Facebook event where they put up a picture of a Pokémon inside their theater; and if you took a pic with it and posted it on FB, you received discounted tickets. Some businesses are posting pics of certain creatures and if a customer has it on their phone, they are given a discount. Some are offering tiered discounts depending on point levels achieved. People of all ages are playing this game, not just kids!

If you don't think Pokeman Go is relevant and here for the long haul, ask yourself why a company like Yelp would jump on the bandwagon. Yesterday I checked in on Yelp at a shop and one of the questions they asked is "Is there a PokéStop nearby"? Don't miss this this marketing ride!

You can also submit a request to have your location considered as a Pokémon GO Gym or PokéStop at https://support.pokemongo.nianticlabs.com/hc/en-us/requests/new?ticket_form_id=319928.

You may already be a Gym or PokéStop without knowing it! Download the app, find out if you are, and use it to your advantage.



C.L. Frederick





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Synopsis of the Estimate Presentation (continued)

is likely their initial thought. Your opening statement should be about building value in the vehicle. Help them start from a point of feeling good about the vehicle rather than launching into what you found and all the negatives related to what is broken or needed. "We've had a chance to evaluate the concerns you mentioned as well as give the vehicle a thorough inspection. *"We have to say, overall the vehicle is in really good condition, and it is clear you've done a good job of maintaining the vehicle."*

• Follow the four-point presentation model for each item, system or recommendation - This is a simplistic and elementary presentation, NOT TO BE DRAWN-OUT OR DEEPLY TECHNICAL.

- *What is it and what does it do?** - simple explanation of what component or system you're referring to, how it works and why it is important
- *What goes wrong?** - explanation of the factors that can cause the condition and what happens when it goes bad
- *What are you going to do to fix it?** - You're the professional. Explain what you're recommending and why.
- *Finally and most important, what is the value?** What is the customer going to notice or get from the repair or service: **WHY SHOULD THEY WANT TO APPROVE THE REPAIRS AND WHAT IS THE WIN FOR THEM?**

Use lay person's terms and analogies, e.g., "An oil pump's job is to circulate engine oil through an engine just as a human heart

would circulate blood throughout the body. When the oil pump wears out, just like a weak heart, it (the pump) can't circulate enough oil to keep metal-on-metal parts well lubricated and eventually those components will wear out. What we are going to recommend is to replace the oil pump and clean the screen that feeds the oil to the pump. Doing this will not only fix the tapping noise from the XXX, but it will also return the lubrication system to as good as new, so the system will have the same capacity and function as it did the day the engine was new; and that means the engine should last for a long, long time and give you good and reliable service." This should not take more than a minute or two.

•This is not a monologue - Make sure the conversation is a two-way conversation. Ask questions that they can acknowledge and respond to with a yes. "Mrs. Jones, have you been noticing that the steering wheel has been shaking for a while when you hit the brakes? YES. OK, I assume that condition has been getting progressively more noticeable then? YES. (Remember to praise them. Let them know that they've done a good thing by bringing the vehicle in and having the situation addressed.) "Well, Mrs. Jones, it is a good thing that you brought the vehicle in for us to inspect. The condition is certainly not going to improve, and it is getting to a point it could affect the reliability of the brakes in a panic situation." Getting a customer to say yes 3 to 5 times in a conversation increases the likelihood of a positive

response to the close question.

•Wrap the presentation up and ask for the close - Review the plus points of the vehicle and reiterate the value you've already built into the recommendations. "And as we have discussed, Mrs. Jones, your Chevy is in really good shape. You've done a great job by keeping up with the maintenance, and the overall condition shows it. We are going to get these couple of items addressed and handled so the car should be back to purring like a kitten and delivering the solid reliability you'd expect. The price for everything I have reviewed including sales tax is \$XXX.XX. Now, Mrs. Jones, we can get this done for you today by 5:00 o'clock; is there any reason why we can't get started on this for you???" Some people are wired to say NO instinctively. Phrasing the close in this way allows them to say YES by saying NO.

ONCE YOU HAVE ASKED FOR THE SALE, SHUT UP!! - If you have done your job using the techniques above, the only logical response the customer should be able to give is: **YES, let's get it done!** The golden rule of sales is: **"The one who speaks last, loses."** You've made your pitch and presented every benefit for why it should be done. Once you've given them the price and asked for the approval, be quiet. Any additional conversation on your part just gives them time to talk themselves out of the approval.