

ShopTalk

May 2017
ATI
 Automotive
 Training Institute

www.autotraining.net

705 Digital Drive, Suite V, Linthicum, Md. 21090 • 1-888-471-5800

Upcoming Classes

JUNE

- 1, 2 20 Group - European Imports - ATI Headquarters
- 1, 2 Peak Performers - tba
- 5, 6 Shop Owner Course Part 4 - Staffing and Hiring
- 5, 6 Collision Owners Course Part 4 - Staffing and Hiring
- 5, 6 Service Advisor Course Part 2 - ATI's 7 Step Process
- 5, 6 Collision Production Course
- 7, 8, 9 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 7, 8, 9 Collision Owners Course Part 1 - Keys to a Successful Collision Repair Business
- 12, 13 Service Advisor Part 1 - The Role of the Service Advisor
- 14, 15, 16 Shop Owners Course Part 5 - Succession Planning
- 14, 15, 16 Collision Owners Course Part 5 - Succession Planning
- 15, 16 Service Advisor - Service Manager
- 21, 22, 23 Shop Owners Course Part 2 - Advanced Management and Leadership
- 21, 22, 23 Collision Owners Course Part 2 - Advanced Management and Leadership
- 29, 30 Service Advisor - Advanced Sales

JULY

- 10, 11 Service Advisor Course Part 2 - ATI's 7 Step Process
- 12, 13, 14 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 13, 14 California Service Advisor Course Part 1 - The Role of the Service Advisor
- 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 - Header quarters
- 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



The Secret to Increasing Revenue While Lowering Resistance

Eric M. Twiggs, ATI Coach

“When presenting estimates, don't factor in your estimation of what the customer can afford.”

“Mark,” a service manager of a Baltimore area shop, has an interesting customer service habit. When his customers arrive to the shop, he goes out to the vehicle with them and they visit the car together.

Since the shop records all incoming and outgoing calls, I was curious to hear how this behavior impacted his conversations with the customers when he called them back to present the estimate. On one call, a customer named “Rick” made it clear that he didn't want to invest in his Dodge Nitro.

Mark began the call by highlighting the positive conditions of the courtesy check findings and by complimenting Rick on how well he had maintained the vehicle. Next, Mark mentioned the movement found in the ball joint.

Rick interrupted him mid-sentence by stating: **“I'm getting rid of the car, I just want to pass inspection.”** Mark proceeded to present the need for new wheel bearings due to the noise coming from his current component.

Rick replied: **“I'm getting rid of the car, I just want to pass inspection!”** Despite this resistance, Mark continued by making the customer aware of the fact that his battery hold down was missing. Rick's response may surprise you: **“I'm getting rid of the car, I just want to pass inspection!”**

To my surprise, Mark dared to make the following statement: **“Your total investment including parts, labor and taxes is \$993, and we can have this done for you today!”** And then there was a moment of silence! The next person to talk was Rick, and here's what he said: **“Oh OK. Go ahead and do it!”**

How was Mark able to overcome the resistance that Rick was communicating and get approval for the sale? Stay with me to learn **the secret to increasing revenues while lowering resistance.**



Visit the Car

Are you a travel agent or a tour guide?

To answer this question, think about the last major vacation trip you took. The travel agent gave you the information about your journey, handed you the brochures, presented the facts, and ended the conversation by saying: “It's great to meet you, **enjoy your trip!**”

The tour guide was different. When you arrived at your designated tour, she handed you the brochures and presented the facts. But here's where she differed from the travel agent. She said, “It's great to meet you, **now get in and let's go!**” Which of the two was more believable?

You probably chose the tour guide since the two of you experienced the same things at the same time. The travel agent just told you about the white-

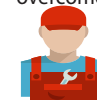
water river, but the tour guide was in the raft with you experiencing the waves!

You could question the facts with the travel agent, but your argument **“wouldn't hold water”** with the tour guide!

If you fail to visit the car with the customer, you are like the travel agent. Your customers are just hearing the facts in an impersonal way.

When you **visit the car with the customer**, you both are **experiencing the same things at the same time.** For example, you can stand at the counter like a travel agent, and tell me about replacing my tires, but if we are both at the car and see the steel coming out in the tread, you gain instant credibility.

Since Mark had been a tour guide for Rick when they visited his car, he had credibility with Rick and could overcome his resistance.



Speak Their Language

In his audio book **“The Power of Ambition,”** Jim Rohn sums up what it takes to increase your revenue while lowering resistance, when he says: **“You should always start with where people are before you try to take them to where you want them to go.”** Here's the Twiggs translation: **Speak your customer's language.** The language they speak depends on **their buying personality.**

At ATI, we teach the following five buying personalities: **Performance, Fear, Simple & Easy, Basic Transportation, and Quality.** Visiting the car like a tour guide, gives you more of an opportunity to determine what language they speak. It's harder for a travel agent to learn the native language of a place he hasn't been!

For example, a customer who has the **basic transportation** personality, will say: “I just want to get from A to B and avoid another car payment!”

When presenting the estimate to someone with this personality, you could say “Investing in this service will help you get from A to B and avoid another car payment!” People are more resistant to what **you say, than what they say.** You won't know what they say until you go out to the car and learn their language.



SUMMARY

Mark could overcome Rick's resistance because he visited the car, and spoke his language. When Rick came to the shop, Mark went out to the car with him and established a rapport.

When Mark presented the findings to Rick he used many of the same words that Rick told him when they were at the vehicle. If you commit to these steps, you can increase your revenues while lowering resistance.

Don't know what to do when you go out to the car with the customer? Email etwiggs@autotraining.net and I will send you a “visit to the car video” that demonstrates the process.

ATI SuperConference 2017

ATI SuperConference 2017 Award Winners

The COMPLETE list of Top Shops 2016 Best of the Best winners, presented at ATI's SuperConference 2017 Awards Banquet. Congratulations to all the winners and nominees!

This list is also posted in CPTS.



Our mission at ATI is to drive Profits and Dreams home for our clients, their businesses and their families.

It's all about driving sales and margins to maximize profitability, all the while delivering an exceptional customer experience.

This year, ATI recognized the hard work and passion that goes into being the **Best of the Best** with a full lineup of high achievement awards. All awards were presented at the SuperConference 2017 Awards Banquet in Tucson, Arizona, March 25th, 2017.

ATI's Top Shops

At ATI, we have always recognized high achievers. Starting with the Top 150 shops from all over North America, we reduced the list of qualifiers to 75, then to 50, then to 25 and, finally, to the Top 12 Shops.

From those Top 12, our Top Shop 2016 was chosen.

TOP SHOP 2016

WINNER: Eddie & Trish Cleveland - Rob'e Mans Automotive Service

Top 12 Shops 2016

WINNERS:

Rob'e Mans Automotive Service
Fifth Gear Automotive

Murphy's Autocare
Silver Lake Auto & Tire Centers
Accurate Automotive
Precision Auto
Rocha's Automotive Inc
Bradham Automotive
Service First Automotive - Spring

Haglin Automotive, Inc
Ben Nielsen's Skyline Automotive

Eddie & Trish Cleveland
Bill & Rhena Bernick, Rick &
Nicole Jordan, Rick Jordan Jr.
Dave & Jan Murphy
Dan & Darren Garlock
Lee & Kelli Weatherby
Bud & Jackie Wildman
Ken & Angie Rocha
John & Claudia Crowder
Nathan Pruski, Terral Hill,
Chris Pazderny
Dana & Judi Haglin
Ben & Erin Nielsen

Master Mind
Peak Performers
Master Mind
Alumni - 20 Group
Master Mind
Master Mind
Alumni - 20 Group
Peak Performers
Re - Engineering
Alumni - 20 Group
Master Mind

Humanitarian of the Year Award

WINNER: Ron Peters - Peter's Body Shop

Humanitarian of the Year Award Nominees

AutoStream Car Care - Doug Grills & Rick Levitan • G & C Tire & Auto Service - Gregg & Christin Caldwell • Rob'e Mans Automotive Service - Eddie & Trish Cleveland • Peter's Body Shop - Ron Peters
Casey's Automotive - Bryan & Mary Jewett

ATI's Humanitarian of the Year award is different from all others.

This award is not about the numbers or Key Performance Indicators of any kind. This award is about people - people giving to others less fortunate and people who are thankful for what they have received for their passion and hard work.

ATI SuperConference 2017

Previous winners of this award have donated their time and manpower building homes for the homeless and hospitals in third-world countries. They have donated their time and cash to develop and mentor youth education programs in their neighborhoods. They have donated their time - and their hearts - to many in need.

The winner of this award was chosen from a list of finalists by ATI members, live at SuperConference 2017 in Tucson, Arizona.

Bob Cutler Succession Planning Award

WINNER: Ken, Diane, and Scott Steinbach - Caton Auto Clinic

The winner of this award is the member that has created and implemented the most comprehensive strategy to transfer leadership of the business to their Second in Command.

SuperConference Innovation of the Year Award

WINNER: Scott Brown - Cardinal Plaza Shell

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Re-Engineering Individuals Awards

Best Service Sales

WINNER: Nathan Pruski, Terral Hill & Chris Pazderny, Service First Automotive - Spring

The winner of this award is the Re-Engineering client that has the Best Service Sales (parts, shop supplies, labor, and sublet).

Most Improved Service Sales

WINNER: Ben & Erin Nielsen, Ben Nielsen's Skyline Automotive

The winner of this award is the Re-Engineering client that had the Most Improved Service Sales (parts, shops supplies, labor, and sublet).

Best Tire Sales

WINNER: Steve Basso, Reno Vulcanizing - Plumb Lane

The winner of this award is the Re-Engineering client that had the Best Tire Sales.

Most Improved Tire Sales

WINNER: Steve Basso, Reno Vulcanizing - Prater Way

The winner of this award is the Re-Engineering client that had the Most Improved Tire Sales.

Best Gross Profit Margin

WINNER: Ben & Erin Nielsen, Ben Nielsen's Skyline Automotive

The winner of this award is the Re-Engineering client that had the Best Gross Profit Margin.

Most Improved Gross Profit Margin

WINNER: Neil Bilodeau, SAF-T Auto Centers

The winner of this award is the Re-Engineering client that had the Most Improved Gross Profit Margin.

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Alumni Individual Awards

Best Service Sales (Large Volume)

WINNER: Scott Brown, Cardinal Plaza Shell

The winner of this award is the Alumni client that had the Best Service Sales (parts, shop supplies, labor, and sublet) in a large volume shop.

Best Service Sales

WINNER: Brad Francis, Certified Performance & Auto Repair

The winner of this award is the Alumni client that had the Best Service Sales (parts, shop supplies, labor, and sublet).



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Best Tire Sales (Large Volume)

WINNER: Jeff & Onna Keeney, South Side Tire & Auto

The winner of this award is the Alumni client that had the Best Tire Sales in a large volume shop.

Best Tire Sales

WINNER: Kevin Wood, Parker's Tire & Auto

The winner of this award is the Alumni client that had the Best Tire Sales.

Best Gross Profit Margin (Large Volume)

WINNER: Don & Chad Schnitzler, Don's Auto Repair

The winner of this award is the Alumni client that had the Best Gross Profit Margin in a large volume shop. sublet).

Best Gross Profit Margin

WINNER: Randy & Michelle Long, Long's Car Care T

The winner of this award is the Alumni client that had the Best Gross Profit Margin.

20 Group Awards

Best Gross Profit

WINNER: The Leading Ladies (George Zeeks, Facilitator)

The winner of this award is the 20 Group that had the Best Gross Profit Margin.

Most Improved Gross Profit

WINNER: Dollars & Sense (Donald Walter, Facilitator)

The winner of this award is the 20 Group that had the Most Improved Gross Profit Margin.

Best 20 Group Member

WINNER: Judy Ryan, Money Masters (Mike Bennett, Facilitator)

The winner of this award is the 20 Group Member that had the best attendance and contribution to their group.

20 Group Loyalty & Commitment Award

WINNER: Game Changers, (John Leslie, Facilitator)

The Loyalty & Commitment Award is given to the 20 Group that has demonstrated, as a group, that they best embraced the challenge of working together and that they were willing to make their fellow group members the utmost priority.

They put in time for things like pre-work and follow-up, ultimately ensuring everyone on the team walked away from meetings with real solutions to solve the everyday problems we all face managing the shop.

As the saying goes, "showing up is half the battle."