

My Shop Exploded the First Year In Program

My story starts like so many others; I was an ASE Master Certified Technician with the dream of owning my own shop. In 2008, my dream came true, but I soon found out I knew little about running a shop - more importantly, a profitable shop. I thought that if only I had someone to help me fix the cars, my life would get better.

I soon hired my first technician and then a second – and quickly found out I knew little about managing people. What I lacked in knowledge, I made up for with dedication, hard work and LONG hours. I treated my employees well and gave customers the best of care - but I was stretched to the absolute limit.



About a year after opening my shop, attended an ATI workshop with six other shop owners. Although I was thoroughly interested in the information I received, I didn't see the need for my shop to participate in ATI's program.

I continued to slowly increase sales, but I was still heavily involved in all of the day-to-day operations, had no time off and wasn't making money. I decided to attend another workshop and, at that point, I realized there was so much further that I could go.

Since joining the program a year ago, my shop has exploded. Sales have more than doubled but, more importantly, profits are unbelievable! This year, my family and I went on the first vacation we've taken since I opened my shop in 2008! I now have four technicians and two service writers working for me. Thanks to the policies and procedures I learned from ATI and my coach, my shop runs itself. I am making more money and working fewer hours!

The best part about the ATI program is the guidance and continual reassurance. With ATI, I always have someone to confide in - someone who has been there before.

Joining ATI has been the best decision of my professional life. If you are willing to make this investment and apply yourself, ATI will change your business and life for the better!

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