

# We Know Enough Now To Know We Don't Know Enough

We were introduced to the program a couple of months after we opened and, at that time, our numbers weren't even high enough to qualify. But the workshop we attended did provide a few tips that we applied immediately and they helped raise our numbers.

We attended several one-day workshops before we had our "aha" moment; we decided that if we couldn't afford the money to make ourselves successful then we needed to close our doors. For the first time, someone knowledgeable went over our numbers and we were overwhelmed to discover that if we continued with our way of thinking we wouldn't make it a year.

We've been with ATI for two years and it's one of the greatest experiences we could have. Our coach pushes us to do better and provides wisdom and expertise to guide us. We went from a two-bay closed gas station shop to a six-bay facility. We've more than tripled our sales, and our profit has increased exponentially! We went from just Jimmy and I to having four employees and our net profit went from -7.3% to a 28.4%+ average!

We're still learning and growing and we know enough now to know we don't know enough. We couldn't have done it without the guidance of our coach, the accountability which ATI's Data Portal provides and the training classes. We are going to our first SuperConference, which we never thought would be an obtainable goal. We are lifelong members now!

I have nothing but praise for this program, our coach, other members and the knowledge they share. There's always someone to help us when we need it. Whether it be a pat on the back or some guidance in a tricky situation, we know we're not alone!

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