

The Coaching Process Is Phenomenal!

After 34 years in the retail tire and service business, we found ourselves, in the last several years, not making any money. In fact, in 2012, we invested thousands of dollars just to keep our doors open. After listening to an ATI presentation in September, 2013, we were very impressed with what we heard.

Joining the ATI program took an extreme leap of faith because of our financial state, but we did it based on the track record of other shops that had joined. Not only have we never looked back, but we feel as though we've found the pot of gold at the end of the rainbow. Since joining ATI in December of 2013, not only have we been able to pay all of our payroll and vendors on time, but we've also paid down some significant debt!

The coaching process is phenomenal! Our coach was there with unwavering support and gave us the tough love we needed to get back on track. Of course, success comes with an investment of time, but it's been worth every minute of our time - and more!

Using ATI's Data Portal to track our weekly numbers and percentages has given us a new understanding of how we can run our business, instead of allowing our business to run us.

The Shop Owner's classes are invaluable. Chubby and his team are genuinely interested in us as people and in helping us succeed in our business. The instructors are well-qualified, having been in the trenches themselves, managing or running their own stores. They truly understand the challenges and difficulties we face and offer sensible and workable solutions.

The success of ATI's program for our business in the first 7 months has given us renewed energy and hope for the future. Our exit plan may now actually exist!

We look forward to the next two years of growth with ATI as we continue along our path to the future.

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