

WHY ARE WE ASKING FOR YOUR FINANCIAL INFORMATION?

How can I be sure my information will be kept confidential?

We have been in business for over 30 years during which we have analyzed over 15,000 shops' financial information. Our success is heavily linked to our reputation for integrity. Never once in that time has any client information ever been passed on, made public, sold, rented, published or revealed in any way outside of our company. In addition we have a legally binding Non-Disclosure Agreement (NDA) that we'll be happy to sign for you.

What information do you need from me?

We need your Profit or Loss Statement representing a long enough and current enough period to reflect the current operating status of your business. Twelve months ending within the last two months is ideal. In addition, we will ask a few questions and help you figure out the answers. "What is your average monthly car count?" is a good example.

What if I don't have any current financial information?

Within some practical limits we can work with you to create a profile of your shop, particularly if you use reasonably modern Shop Management software. If you don't use shop management software and don't have financial information about your operating history then you may not be ready for an ATI workshop.

My shop is too new to have financial information.

No problem. We love "greenfield projects". As a new shop, you may not have a financial history but you also don't have a lot of deeply ingrained bad habits and "off target" systems. In your case, we'll work with you to create a business plan with target numbers to reach. Instead of "how to get from Point A to Point B", we'll figure out a Road Map to get you to a prosperous Point A.

Can you just talk to my accountant/bookkeeper/spouse?

Absolutely! Just give them permission to share your information with us and tell us how to contact them. We will still need information from you that are not usually a part of standard financials (that car count example is a good one).

How can I optimize the effectiveness of the workshop for my shop and myself?

If you get your information to us quickly and work with us for accuracy and completeness, you will enjoy better results when you implement the process changes outlined in the Road Map.

I'll come to the workshop but will not provide any financial information.

Sorry, we don't know how to help you without the basic starting point information, so you may not attend. If you have already paid your tuition we will cheerfully refund it to you.