April 2016

Upcoming Classes:

**Shop Owner**
- Leadership Mastery
  - Apr. 20, 21 & 22 | June 15, 16 & 17
- Staffing & Hiring
  - June 6 & 7
- Align Your Shop for Profit
  - Apr. 6, 7 & 8 | May 11, 12 & 13
- A.B.M. Always Be Marketing
  - Apr. 13, 14 & 15 | May 25, 26 & 27

**Succession Planning**
- Apr. 20, 21 & 22 | June 8, 9 & 10

**Service Advisor**
- The Role of the Service Advisor
  - Apr. 11 & 12 | May 23 & 24
  - June 13 & 14
- ATI’s 7 Step Sales Process
  - Apr. 25 & 26 | June 30 & July 1

**The Role of the Service Advisor - W. C.**
- Apr. 14 & 15

**Service Manager Course**
- June 9 & 10

**Service Advisor Advanced**
- April 4 & 5 | June 23 & 24

**ATI’s 7 Step Sales Process - W. C.**
- Apr. 25 & 26 | May 19 & 20

**Collision**
- Leadership Mastery
  - June 15, 16, & 17
- Collision Repair Production
  - May 9 & 10
- Keys to a Successful Collision Business
  - April 6, 7, & 8
  - May 11, 12 & 13 | June 1, 2, & 3
- A.B.M. Always Be Marketing
  - Apr. 13, 14 & 15
- Hiring & Staffing - Behavioral Interviews
  - June 6 & 7

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**ATI’s Top Shop 2015:**

**By Bryan Stasch, Vice President**

Our mission at ATI is to Drive Profits and Dreams home for our clients, their business 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.

**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 2015 was chosen.

**TOP SHOP 2015 WINNER:**
**Dave and Jan Murphy, Murphy’s Autocare**

**TOP 12 SHOPS 2015**

<table>
<thead>
<tr>
<th>Shop Name</th>
<th>Shop Location</th>
<th>Programs in their neighborhoods. They have donated their time — and their hearts — to many in need.</th>
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<tbody>
<tr>
<td>Auto Check 9</td>
<td>Northern Plains</td>
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<tr>
<td>BG Automotive, Inc.</td>
<td>Fargo, ND</td>
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<tr>
<td>Fifth Gear Automotive</td>
<td>Walla Walla, WA</td>
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<tr>
<td>George’s Sierra Shell</td>
<td>Oregon City, OR</td>
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<tr>
<td>Haglin Automotive, Inc.</td>
<td>Long Beach, CA</td>
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<tr>
<td>Murphy’s Autocare</td>
<td>Redding, CA</td>
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<tr>
<td>Paul Campanella’s Auto &amp; Tire Center</td>
<td>Laramie, WY</td>
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<tr>
<td>Precision Auto</td>
<td>South Bend, IN</td>
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<tr>
<td>Ray &amp; Dana’s Inman Auto Care</td>
<td>St. Louis, MO</td>
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<td>Rocha’s Automotive, Inc.</td>
<td>West Lafayette, IN</td>
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<td>V &amp; F Auto, Inc.</td>
<td>Roseville, CA</td>
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<tr>
<td>Walt Eger’s Service Center</td>
<td>Portland, OR</td>
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<td>Matthew Roayaee</td>
<td>Denver, CO</td>
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<tr>
<td>Bryan and Cyndi Gossel</td>
<td>Colorado Springs, CO</td>
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<tr>
<td>Bill Bernick and Rick Jordan</td>
<td>Las Vegas, NV</td>
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<td>Doug and Linda Whiteman</td>
<td>Las Vegas, NV</td>
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<td>Dana and Judi Haglin</td>
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<td>Dave and Jan Murphy</td>
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<td>Paul Campanella</td>
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<td>Bud and Jackie Wildman</td>
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<td>Ray and Dana Perone</td>
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<td>Ken and Angie Rocha</td>
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<td>Frank and Nicole Palange</td>
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<tr>
<td>Walt and Katherine Eger</td>
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<tr>
<td>Peak Performers</td>
<td>ATI</td>
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<td>20 Group Alumni</td>
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**ATI’S HUMANITARIAN OF THE YEAR AWARD WINNER:**

**Chris Cozad, Alternative Auto Care**

This 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.

Previous winners of this award have donated their time and effort 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 Coach’s Corner

It’s Not the 80’s Anymore

Out of Date Habit #6: If you build it, they will come.

Geoff Berman
Coach/Instructor

Ever see the movie “Field of Dreams”? There was a time when it was true, you could just build it and they came. Back in “1980 something” that really was all you had to do. Create four walls, buy some equipment, put up a sign and you were in business. Just like the movie you built it and they came.

The same is true today but the definition of “build it” has changed. It is no longer just the brick and mortar and the equipment. Build it refers to the culture as well. An environment that attracts people to your people. This works to captivate potential employees as well as new customers. The people part of the “build it” concept is the piece that was missing back in the 80s, and today it is more important than ever.

Have you ever read the book “The E-Myth Revisited”? If you haven’t, you should. If you have, you may remember the story about the hotel that the author stayed in by accident one day. The experience was so incredible that he had to interview the manager. What struck me about this interview was this manager’s experience when first coming into the company and how important the culture was to the hotel owner. He had spent an entire day immersing this young person in what the hotel business is really about and how they are able to create this environment. What the young man knew about running a hotel was not nearly as important as whether or not he was driven by the same things as this hotel business. Was he excited to be a part of it? Would he fit into this culture?

As a customer, has this ever happened to you? You’re in a store and you need help. You ask a question of an employee. Not satisfied with that answer, you ask someone else and get a completely different answer. I’ll bet if you ask a third person you may hear something else. Doesn’t this make you wonder who trained these people? How does this make you feel? Now if you say something to a manager, the manager just says “hard to find good help these days,” sighs, is clearly annoyed and now has a bit of an attitude! At this point, it is pretty clear where the problem started to begin with. The fish stinks from the head, doesn’t it?

Now I know you don’t want to believe this, but if your culture is not like the hotel’s in the book, if you have not made it clear to your staff what their job really is, if you do not make your most important job making sure that mission is carried out with every customer every day, if you are not talking about it all the time casually and in regular staff meetings, then incompetence is happening in your store too.

In order to maintain your business, first the customers have to want to come back. But if you can get them excited about coming back, now they will talk and more will come. Now I know what you’re thinking. I get lots of referrals, Geoff, and maybe you do; but if you do not fully understand what I have shared with you in this article, then it is not enough. Most businesses have up to 10 percent of their customer base promoting them. They have the same number talking negatively about the business. This leaves 80 percent of the customer base up for grabs. What if they were promoters? Would more people come?

Most shop owners don’t understand what I mean when I say that the “car doesn’t matter.” When you finally figure this out, you will make your business truly about the service you provide. Always help the customer find real solutions; always give back to your community; constantly innovate and improve your image, and find better ways to be more convenient to your customer. If you do, not only will the customers come, but the staff will too. If you build it correctly, all people will come.

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OFFER EXPIRES 5/22/2016

Here is my credit card info:

Name: __________________________  Shop: __________________________
Address (no PO Boxes): ___________________________________________
City, State, Zip: __________________ Phone: __________________ Email: __________________
Credit Card Number: __________________ Exp. Date: ___________ Security Code: ___________

Signature: __________________________  Date: __________________________

Stay In Touch With The New ATI Connect App!

Please be sure to check out the exciting new feature of your ATI Connect App!

With a tap on your phone screen you can now view the most current class schedule, check for class availability and register for classes! Class registration has never been easier!

Questions: Contact Amy Fox at 301-575-9111 or afox@autotraining.net

“If Opportunity Doesn’t Knock... Build a Door”
Sam’s Corner

Haglin Automotive Is Motor Age Top Shop Winner for 2015 and 2014

For two years in a row, Judi and Dana Haglin out of Boulder, Co., win the coveted Motor Age Top Shop of the Year. Judi plays a major role in the women’s 20 group, The Leading Ladies. Judi and Dana are also long-time members of Twenty For the Money, facilitated by George Zeeks.

The Haglins pride themselves not just on responding to the market, but anticipating it. Telematics, GDI, Millennials — they stay on top of issues through conferencing and through research. Admittedly, the staff’s youth has become a big factor over the past couple of years with the number of Millennials entering the work force. Thus the Haglins have reclassified their shop as a learning facility. They believe that they need to be a team and that you’re learning every day.

To be part of that team, the Haglins are not looking just for skill and aptitude, but for ambition as well. They want everybody in their organization to have the ability to go to the next level. They have a technician that started off as a lube tech three years ago. He didn’t have the experience or the knowledge, but he had the willingness to learn. He’s now taking his 5th and 6th ASE tests.

Another idea the Haglins have adopted is the Disney philosophy, after hearing a SuperConference speaker years ago who worked for Disney. He pointed out that you never see Mickey Mouse talking or Cinderella smoking a cigarette, or trash on the grounds. There is a front stage/back stage, and everybody has to participate in that. The Haglins have always been a huge proponent of the importance of how you look, because the biggest advertising that you do happens as soon as a customer drives up to your shop.

Please join me in congratulating Judi and Dana Haglin!