Upcoming Classes:

**Shop Owner**

*Align Your Shop for Profit Course 1*
- January 11, 12 & 13
- February 1, 2 & 3
- March 1, 2 & 3

**Leadership Mastery Course Part 2**
- January 4, 5 & 6
- February 15, 16 & 17
- March 8, 9 & 10

**A.B.M. Always Be Marketing Course Part 3**
- February 22, 23 & 24
- March 13, 14 & 15

**Staffing and Hiring Course 4**
- January 9 & 10
- March 6 & 7

**Succession Planning Course Part 5**
- February 8, 9 & 10

**Service Advisor**

*The Role of the Service Advisor*
- January 19 & 20
- February 9 & 10
- March 6 & 7

**ATI's 7 Step Sales Process**
- January 30 & 31
- February 23 & 24
- March 27 & 28
- March 30 & 31

**Service Manager**
- February 20 & 21
- January 23 & 24

**Advanced Service Advisor**
- January 23 & 24

**Collision**

*Keys to a Successful Collision Business Course 1*
- February 1, 2 & 3

**Leadership Mastery Course Part 2**
- January 4, 5 & 6
- February 15, 16 & 17
- March 8, 9 & 10

**A.B.M. Always Be Marketing Course Part 3**
- February 22, 23 & 24
- March 13, 14 & 15

**Staffing and Hiring Course 4**
- January 9 & 10
- March 6 & 7

**Succession Planning Course Part 5**
- February 8, 9 & 10

**Estimating & Sales Course Part 1**
- January 30 & 31

**Estimating & Sales Course Part 2**
- February 27 & 28

**Collision Repair Production**
- March 13 & 14

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**Planting Seeds**

Kim Hickey, ATI Coach

I very recently purchased a rental property in Daytona Beach. I was there this weekend enjoying it for myself for the first time. I took a walk to get the lay of the land, and find out what was in walking distance so I can put those places in my rental listing.

Almost directly across the street I spotted a little Italian restaurant. As soon as I walked in, a young woman immediately stopped what she was doing and very cheerfully greeted me. As she was seating me, she asked me in a very conversational tone if I had ever joined them before. When I replied no, she asked me what brought me to them. She asked it in a way that made me feel like she was really curious and wanting to get to know me — not like she was just trying to obtain a marketing source code.

I explained that I had just purchased a unit across the street. She gave me a menu and I ordered. While I was waiting for my caprese salad, she brought over a paper menu. I immediately found this odd, because I had already ordered. Again in a very cheery and conversational tone, she explained to me that while I was always welcome to dine in their restaurant — this menu was so that I could phone them for delivery. “Delivery?” I asked. And followed that up with “But you are right across the street, why would I want delivery?” It was then with a smoothness that I could really see she said, “You would be surprised how often you may want delivery. You never know when you will get hungry while sitting by the pool or on the beach and might want a snack without having to walk over here.” Cue the big smile and then while she circled the words “We Deliver” and their phone number on the paper menu, she suggested I take the menu back to my unit and put it somewhere I could find it when I got hungry.

After my delicious salad (and amazing bread shipped in from Brooklyn that I should not have eaten) I walked back across the street to my unit thinking that my server was crazy. It was less than a five-minute walk. But guess what I started thinking about the next day by the pool? How convenient it was that if I ever wanted to have food delivered to me at the pool, I could. The seed my server planted started growing.

Besides my delicious meal and information for my rental ad, my takeaways (and I hope yours too) were:

- **When you plant a seed, it continues to grow**
- **My server did a fantastic job of:**
  - Greeting me
  - Acting interested and like she genuinely cared
  - Asking for the source of my visit without it feeling like an inquisition
  - Setting up my next possible visit or order from them
- **Because she gave me the paper menu:**
  - I had something of theirs to take back to my unit that would be seen by me
  - I had something of theirs to take back to my unit that would be seen by my many (hopefully) tenants

BTW: The words “We Deliver” were on my original menu, the sign on the door when I walked in, and also on a little stand on my table — but I never noticed those words before she mentioned them to me because I wasn’t looking for them. Stop assuming your customers know what you do and what you have to offer. Stop assuming they know you perform factory scheduled maintenance, sell tires, give rides, have loaners, know you have a great warranty, work on all makes and models, etc. It doesn’t matter how many times you post those things on your website, printed materials, on your counter, or in your waiting room. Plant your seeds!!!

*PS. She also upsold me on a side order of meatballs!*
From these original picks, we will have three additional cuts that will determine the Top 25 comparisons of how each shop stacks up in all aspects of the ATI program and overall business. Our coaches have been working diligently to identify their individual top clients, yielding a list of 150 highly qualified contenders. Of these, our management team and review board will do close comparisons of how each shop stacks up in all aspects of the ATI program and overall business. Then, at SuperConference 2017, we will announce our Top 125 finalists representing the very best ATI shops in North America.
Is Your Shop Using Uber?

Bobby Poist, ATI Coach

At Uber, their mission is to provide access to convenient, reliable transportation for everyone. Many businesses want to make it easier for their customers to go about their day — whether they are picking up a last-minute gift, dropping the car off for an oil change or heading to an appointment. That's why some automotive shops and collision centers have set up a business Uber account. Uber is offering businesses the means to transport customers to their shops. They utilize Uber to give their customers rides or use Uber for their shuttle services. Some shops have built relationships with Uber drivers, so they hang around the shop area in the mornings accepting the morning calls. One ATI member shop in California says there is one Uber driver that is there within minutes due to the frequency of his calls. This owner has a business account that bills the shop's credit card, and keeps tip envelopes with $5.00 to $8.00 depending on the customer's distance needs.

Uber also has a strict inspection policy that are more in depth than some state inspections. Their vehicles must fall within a specific age range, and must be kept in great condition. You could potentially build some revenue by becoming a facility that services their vehicles. This could be very beneficial in the future.

Ever use Uber yourself? The process to set up an account is easy, and could save you on expenses. Think about it. You will no longer have to pay for a shuttle and extra insurance costs; and the savings of one less payroll expense could save you tons. Most urban area Uber users wait less than 5-10 minutes for a driver to arrive once requested. Drivers are friendly and eager to help. Price fares ranged from $6.00 to $11.00.

Sam’s Corner

Super Conference 2016 Charity Update

K9s for Warriors Graduating Class
Richard Menneg, ATI President

Seems like yesterday that we were in Amelia Island at our annual Awards Banquet celebrating the achievements of ATI’s best of the best in North America. In addition to recognizing our 2015 winners, we also presented our largest SuperConference charity donation check ever to K9s for Warriors. We are always humbled by the generosity of our members but this year, you were over the top!

Over the four days YOU pledged close to $100,000 to this incredible organization which pairs veterans who have returned from military service, suffering from PTSD, with rescue service dogs. Your individual, caring donations were large enough to sponsor a graduating class. Fast forward eight months to Thursday, November 17, which was graduation day for ATI’s sponsored class.

Amy Fox, Karen Dee and I represented all of you by attending this special day at the K9s headquarters outside of Jacksonville, FL. We got to spend a few minutes before the ceremony with our class warriors and their dogs. They were so appreciative of ATI’s members! After the graduation, ATI was presented with a beautiful framed picture of our graduating warriors, which will be proudly displayed at ATI headquarters.

As we were getting ready to leave, one of the warrior moms came up to thank us. She told us that her son wouldn’t be here today if not for this program. As a matter of fact, she said, two of his buddies had committed suicide in the few weeks he was at K9s. In part because of ATI’s member generosity, she now has hope for her son.

It was a very moving day to say the least. Our veterans deserve whatever it takes to help them return to a productive, healthy life back home after service. Your generosity truly made a difference. Thank you all so much.

K9sRonWARRIORS Class of November 2016
February Marketing  *Kim Hickey, ATI Coach*

By now your February marketing efforts should be well on their way, but if they aren’t — here are some ideas.

**National Children’s Dental Health Month:** Partner with your local dentists. You can find ideas and more information here [http://www.ada.org/en/public-programs/national-childrens-dental-health-month/](http://www.ada.org/en/public-programs/national-childrens-dental-health-month/). Contact your local newspaper and see if they will give you coverage.

**Oscar Night:** Host an “Oscar” event at your shop. Create categories and awards for your customers’ vehicles “Best Truck,” “Best Foreign Car,” “Best Domestic Car,” “Highest Mileage.” Purchase inexpensive Oscar statues and a red carpet runner for your front entrance (Amazon has really inexpensive ones — you can even order them with custom text) and create themed certificates. Put pictures of the winners in gold frames and present them to the winners. If they display the frame in their house, they will always be thinking about you.

**National Heart Health Awareness Month:** This is the perfect time to create awareness and tie it into a promotion for your shop. You can give discounts if someone brings in their blood pressure readout, have a contest for your staff and customers on how many minutes a day they are active or how many steps they take. Use social media to have customers post pics of their fit trackers for the day or getting their blood pressure checked. While I was shopping last year, one store was handing out credit card size cards to keep in your wallet that had heart attack and stroke warning signs on the back and the front had a QR code, Twitter, Facebook and YouTube logo for the American Heart Association. You could print up something similar with your logo and social media info on the front. Every time someone saw the card in their wallet, they would think of you. Here are three sample links for information on heart health:

- [http://healthfinder.gov/NHO/FebruaryToolkit.aspx](http://healthfinder.gov/NHO/FebruaryToolkit.aspx)

If you would like to see a picture of the card given out by the local store email me at khickey@autotraining.net. Make sure with anything you do that you take lots of pictures and post on social media!