

# ShopTalk

FEBRUARY 2018  
**ATI**  
 Automotive  
 Training Institute

www.autotraining.net

705 Digital Drive, Suite V, Linthicum, Md. 21090 • 1-888-471-5800

## UPCOMING CLASSES

### FEBRUARY

- 1, 2 Shop Owners Course Part 5 - Succession Planning
- 1, 2 Collision Owners Course Part 5 - Succession Planning
- 1, 2 California Service Advisor Course Part 1 - The Role of the Service Advisor
- 7, 8, 9 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 8, 9 Shop Owner Course Part 4 - Staffing and Hiring
- 8, 9 Collision Owners Course Part 4 - Staffing and Hiring
- 12, 13 Service Advisor Part 1 - The Role of the Service Advisor
- 14, 15, 16 Shop Owners Course Part 2 - Advanced Management and Leadership
- 14, 15, 16 Collision Owners Course Part 2 - Advanced Management and Leadership
- 15, 16 20 Group - Future Owners - Headquarters
- 15, 16 20 Group - Second In Command - Headquarters
- 19, 20 Peak Performers - tba
- 19, 20 Service Advisor - Service Manager
- 21, 22, 23 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
- 21, 22, 23 Collision Owners Course Part 3 - A.B.M. Always Be Marketing
- 22, 23 California Service Advisor Course Part 2 - ATI's 7 Step Process
- 26, 27 Collision Repair Estimating and Sales Course Part 2
- 26, 27 Service Advisor Course Part 2 - ATI's 7 Step Process
- 26, 27 20 Group - Profiteers - ATI Headquarters

### MARCH

- 5, 6 Service Advisor Part 1 - The Role of the Service Advisor
- 7, 8, 9 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 7, 8, 9 Collision Owners Course Part 1 - Keys to a Successful Collision Repair Business
- 12, 13 Collision Repair Estimating and Sales Course Part 1
- 28, 29, 30 Shop Owners Course Part 2 - Advanced Management and Leadership
- 28, 29, 30 Collision Owners Course Part 2 - Advanced Management and Leadership
- 29, 30 Service Advisor Course Part 2 - ATI's 7 Step Process

### APRIL

- 4, 5, 6 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 5, 6 California Service Advisor Course Part 1 - The Role of the Service Advisor
- 9, 10 Service Advisor - Advanced Sales
- 11, 12, 13 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
- 11, 12, 13 Collision Owners Course Part 3 - A.B.M. Always Be Marketing
- 12, 13 Service Advisor Part 1 - The Role of the Service Advisor
- 16, 17 Shop Owner Course Part 4 - Staffing and Hiring
- 16, 17 Collision Owners Course Part 4 - Staffing and Hiring
- 18, 19, 20 Shop Owners Course Part 2 - Advanced Management and Leadership
- 18, 19, 20 Collision Owners Course Part 2 - Advanced Management and Leadership
- 18, 19, 20 Shop Owners Course Part 5 - Succession Planning
- 18, 19, 20 Collision Owners Course Part 5 - Succession Planning
- 23, 24 Service Advisor Course Part 2 - ATI's 7 Step Process
- 30, 1 Collision Production Course

## WHAT'S HOLDING YOU BACK? A TWO-WORD ANSWER *By Eric M. Twiggs, ATI Coach*



“When nothing is sure, everything is possible. -Margaret Drabble”

There's one fundamental issue that prevents shop leaders from getting to the next level. I ran into this issue several weeks ago while having a conversation with a service manager named "Paul." Paul had done poorly on three consecutive phone shops and the owner was getting frustrated.

Paul had been through our service advisor training class and was trained on the importance of offering an appointment to everyone who calls with a service inquiry. Paul and I listened to three different recordings of the incoming calls, and each time he failed to offer the appointment.

"Eric, you don't understand. When the customers come in for their appointment, they **always complain** about not being able to get immediate service." I responded by asking him: "How many appointments have you scheduled this month?" He replied with a tone of confidence: "**TEN!**"

"Great, Paul. How many of those customers have voiced this complaint?" After a long awkward silence, Paul came back with the following response: "**TWO!**" Paul's problem with the phones can be summed up with two words: **LIMITING BELIEF!**

In a [previous blog](#), I made you aware of a concept known as **confirmation bias**. This occurs when you use a small sampling of information to confirm what you believe, while ignoring the overwhelming evidence that tells a different story. **Paul's limiting belief about the process was the problem.** So much so that he used the two complaints to confirm his way of thinking while ignoring the other eight happy customers.

Think about an aspect of your business that has been a constant struggle for you. **What story do you use to justify your results in this area?** For example, if hiring technicians is your struggle, your story may be: "There aren't any good techs in my area." Paul's story was: "My customers always complain about not getting immediate service."

I have some bad news: **Your story is a limiting belief.** I can say this because every day I speak with a shop owner who's having success in your area of struggle, while dealing with the same obstacles as you. The good news is that by reading on, you will learn two keys to help you to overcome your limiting beliefs.



Whether the topic is parts margins, exit appointments, or car count, most of the stories I hear point the blame at someone outside of the story teller. The following are the most common examples: "My customers don't have the money"; "My customers don't like to be exit scheduled"; "It's an election year and customers are scared to spend money." **The first key to overcoming your limiting belief is to realize that the problem is never "them."**

**Taking ownership of your challenge creates possibilities, while limiting beliefs limit your options.** After all, why would you risk trying a new solution to a problem you believe you aren't responsible for? The advantage of YOU being the problem, is that YOU also become the solution. The realization that you have control can motivate you to explore options you wouldn't have considered otherwise.

When you take responsibility for the parts margins, you will look for opportunities to improve your selling skills. When you take the blame for the lack of exit appointments, you'll think about ordering the mystery envelopes.

When you become responsible for car count, you'll be inspired to start networking with retirement / assisted living communities who are looking for a shop they can trust. **I challenge you to remove "them" from your story.**



**Seek Progress Instead of Perfection** You will never receive 100 percent customer approval for any ATI initiative you implement. If you follow the phone script to a tee, there will still be someone refusing to make an appointment.

You can watch all thirty-one of the selling webinars we have in the resource center, and still have customers decline your estimates presentation. **The second key to overcoming your limiting belief is to seek progress instead of perfection.** In other words, don't let perfect become the enemy of progress.

Closely measuring your performance will help to shift your focus. For example, let's say your writer is upset about how many customers decline his upsell attempts. He feels frustrated because he's not experiencing the 100 percent success rate he expected.

Once you start tracking his performance on the daily tracker, he'll realize that he's selling 50 percent of what the technician finds compared to the national average of 40 percent.

As you review his performance weekly during your one-on-ones, he improves to 60 percent and is now selling at best practice levels. The constant measurement shifted his focus from perfection to progress.

### CONCLUSION

Paul blamed his customers for his phone performance and used feedback from a limited sample size to confirm his limiting beliefs. If you embrace the fact that it's never them, and seek progress instead of perfection, you will stop holding yourself back!

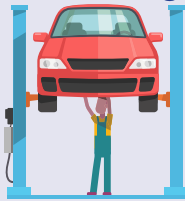
**Now that we have addressed those limiting beliefs, you are ready for a checklist of innovative car count ideas. Email [etwiggs@autotraining.net](mailto:etwiggs@autotraining.net) and I will send it to you.**



# Off the Phone and Into the Shop By Bobby Poist, ATI Coach

As a preview for SuperConference 2018, Bobby Poist talks about the topic of his Round Table. Here's just a taste...

## How can I get them off my phone and into my shop?



People often tell me their phone rings but the callers are all bottom feeders that are only worried about price. Shop owners proclaim that they don't even bother to deal with bottom feeders, because all they want is a price and they never set an appointment. This epidemic is crippling the automotive industry and it's allowing a handful of shops to take advantage of this belief system. If your thought process is negative toward the so-called bottom feeder, read on.

I won't negate the fact that some people are price driven and while I agree that you get what you pay for, only a handful of these people will go where the price is the lowest. This is a very small portion of the population, and most people that are looking for price are doing so for a couple of specific reasons.

Because there are so many automotive shops that handle the customer wrong, people have no choice but to look elsewhere to find a place they can trust. Usually price is the go-to for people to shop around and find a place they can try out. If most of your calls are price shoppers and you're not making the appointment, you really need to look at your leadership, processes, belief systems and staff for the answers.

With the evolution of the internet, relationships are paramount to your success. Building strong quality relationships is the key to increasing your car count and keeping those phone shoppers from going elsewhere, and getting them to set the appointment with you.

Value is just as important as price, because I need to know why I want to do business with you. Anybody (well most anybody) can fix a car, so what sets you apart from the rest? It's the value you bring to me as a customer. I want to feel like your shop is where I can take all my vehicles and know that I have a good warranty and other benefits that make the trip worthwhile.

Trust is also paramount to our relationship along with the value that you bring. I need to know that what you are telling me is true and that you have my best interests in mind. Let's face a cold fact. Once you lose my trust I will move on and give someone else the opportunity to receive my business and hard-earned dollars. I don't want to do business with anyone that seems shady and always makes me feel like they are trying to sell me something. Be genuine and be my advisor. I will do what you tell me is necessary as long as I feel I can trust you.

Need and urgency are just as important. I don't necessarily need you to give me a price to get me in your door, especially if you're willing to look at the car with me and perform a little show and tell. Think about this for a minute. Most people assume they know what is going on with their vehicle and possibly have never had a professional look at it. The internet is a prime example. How many times have you gone to YouTube or WebMD over an ailment that you thought was present. Self-diagnosis is more frequent in today's day and age than ever.

Ask me to set an appointment. I bet if you had a phone recording system you'd discover that half of the calls received end without you or your service advisor asking for the appointment. I've done hundreds of phone shops where I've never been asked to bring the car in or they assumed I was coming. Sounds crazy, doesn't it?

The best thing you can do is work on a proper process for your phone and focus on understanding why people are calling. Talk with your employees about how important the phone is and put best practices in place so you can hone those skills and be the last stop for phone shoppers. Learn the process yourself and train your employees to build relationships. Lead by example and become the best of the best so you can talk to these customers and ask them the right questions, build relationships and get that appointment. Tackling this epidemic head on will help you build the relationships needed to increase your car count. It'll also help you grow while everyone else is failing.

## "Driving Change" Podcast

By Geoff Berman, ATI Coach



Hear shop owners talk about their AH-HA moments and tell their stories of change. Introducing the latest ATI innovation "Driving Change." This is a podcast we created to improve our members' experience and further assist with their growth. Each week I will be interviewing a client about something they are passionate about. We have a great start with several clients that have already stepped up and shared their stories. Will you be next? What wisdom and experience do you have to share? If you have a burning desire, and a great story to tell (and I know you do), we want you on the program. Please email me at [podcast@autotraining.net](mailto:podcast@autotraining.net) to set up your personal interview.

Please go to <http://drivingchangeatati.podbean.com/> to listen to the podcasts already there. Be sure to download the app and subscribe so you will be notified when new podcasts are added. Don't forget to leave a comment if you liked it. Share it with a fellow shop owner or just a friend.

## Top Shop Quest for Excellence 2017

Brian Stasch, ATI Vice President

Our coaches have been working diligently to identify their individual top members, 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. From these original picks, we will have three additional cuts that will determine the Top 25 finalists. Then, at SuperConference 2018, we will announce our Top 12 finalists representing the very best ATI shops in North America.

SHOP NAME	STATE	SHOP NAME	STATE
A-1 Automotive LLC	OR	G&C Tire and Auto Service - Chantilly	VA
Accurate Automotive	AZ	Georgetown Interstate Transmission & Auto Repair	TX
AG Diesel Repair	OR	German Auto Works	MN
All Around Auto Care	MD	German Motor Specialist	CA
Anytime Road Service & Repair	UT	Gil's Garage, Inc.	NY
ARS Fleet Service	DE	Good Works Auto Repair LLC	AZ
Auto Check #19	TX	Graham Auto Repair	WA
Auto Stop 1	VA	Haglin Automotive, Inc.	CO
autoTECH	CA	Haskins Automotive	MA
Autotek Auto Repair	CO	Hayes Automotive, Inc.	CO
Babcock Auto Care LLC	MN	High-Tech Auto & Truck Center	VA
Ben Nielsen's Skyline Automotive	VA	Hillmuth Certified Automotive - Columbia	MD
BG Automotive, Inc.	CO	Hillside Auto Repair	CA
Bradham Automotive	VA	Hoffmann Automotive	CA
Bransfield Motor Company	MD	Hogan & Sons Tire and Auto - Herndon	VA
Brazelton Auto Care LLC	TX	Hogan & Sons Tire and Auto - Leesburg	VA
C & M Auto Service	CA	Hogan & Sons Tire and Auto - South Riding	VA
Campus Automotive, Inc.	VA	Hollin Hall Automotive	VA
Cardinal Plaza Shell	VA	Hooze 4X4, Inc.	MN
Carmine's Import Service	NC	Injected Engineering	GA
Cars Muffler & Automotive, Inc.	CA	Integrity First Automotive	UT
Cartex One Stop Auto	CA	Japanese Auto Masters	VA
Casey's Automotive	VA	Jay's Automotive	CO
Caton Auto Clinic	MD	Jeff's Automotive Service	PA
Centerville Service Center, Inc.	OH	JJ's Auto Care	FL
Central Florida Transmission Repair	FL	Joe's Garage LLC	OR
Circle Auto Repair, Inc.	VA	Keith's Car Care	IL
Clintonville Auto Repair	OH	Kelly Automotive - Gilbert	AZ
Clovis Auto Shop	CA	Koch Auto Parts & Service, Inc.	IN
Community Car Care	KY	Krietz Auto Repair, Inc.	MD
Conant Automotive, Inc.	WI	Laguna Auto Service Center	CA
Crabtree Automotive, Inc.	OR	Lake Arbor Automotive & Truck	CO
D & R Intensive Car Care, Inc.	GA	Ledom's Performance Equipment and Diesel Repair	CO
Daves Ultimate Automotive - Central	TX	Lee Myles Autocare & Transmissions	PA
Dave's Valley Auto Clinic, Inc.	WA	Leo & Son Garage	CA
Direct Truck & Auto Repair	CA	Long Beach Autohaus	CA
Electric Laboratories, Inc.	CA	Mac's Auto Center - Troy	VA
Elite Motorsports	NY	Mac's Service Center, Inc.	VA
Engle Automotive	CO	Martin's Auto Repair	AZ
Escondido German Auto	CA	Masters European & Japanese Auto	CA
Eurasian Auto Repair	TX	Matthey Automotive	NJ
European Auto Solutions	MA	Maxi Auto Care	FL
Express Auto Service - Fredericksburg	VA	McCarty's Wheel Shop, Inc.	VA
Far East Motors, Inc.	MD	McDonnell's Automatic Transmission Specialists	MT
Fifth Gear Automotive	TX	MD Automotive Service Center	TX
Finsanto LLC	TX	Midwest Performance Cars	IL
Fleet Management Services, Inc.	CO	Millar's Point S Tire & Auto Service	OR
Fox Run Automotive	DE	Milstead Service Center LLC	TX
Frank's Servicenter, Inc.	MN	MINHS Automotive	NY
Friendswood Auto Center	TX	Mitch Smith Auto Service & Sales LLC	IN



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*Continued from page 3*

<b>SHOP NAME</b>	<b>STATE</b>	<b>SHOP NAME</b>	<b>STATE</b>
Morrison's Auto-Rite, Inc.	MA	Steve's Auto Repair Hometown	VA
Murphy's Autocare, Inc.	OH	Strictly Diesel	AZ
Muskego Tire & Auto	WI	Superior Auto Service - Frederick	MD
Myers Auto Service	MD	Taylor Company BMW	CA
Norm The Tire Man	AR	Taylor's Auto Service	SC
Ocean Park Automotive	BC	Techway Automotive	AL
Parker Automotive Service Center	AZ	Terry's Service Center	TN
Paul Campanella's Auto and Tire Center	DE	The Vette Shop	PA
Paul Campanella's Pike Creek Automotive	DE	Tommy's Hi Tech Auto	TX
Precision Auto	MD	Toole's Garage	CA
Pro Auto Care	CO	Town & Country Auto Repair	MD
Procter Automotive	TX	Tri Star Automotive	GA
Raceway Lube Plus	CO	Triangle Motors	MD
Ray & Dana's Inman Auto Care	NJ	Van Dam Auto & Truck Repair	IL
Ray-A-Motive	CA	Village Repair, Inc.	MA
Reno Vulcanizing Auto Care and Tires - Plumb Lane	NV	Walt Eger's Service Center	MD
REVOLUTION Mercedes-Benz and Smart Specialists	GA	Werner's Mercedes & BMW	UT
Rick and Ray's Auto Plaza	TX	West Town Monona Tire / Auto Service Center	WI
Rising Sun Motors	MD	Westlake Independent Auto Center	CA
Rob'e Mans Automotive Service	AL	Wilton Auto And Tire Center	CT
Rocha's Automotive, Inc.	CA	Woodie's Auto Service & Repair Centers	NC
Rod's Japanese Auto Care, Inc.	WA	WOW Auto Care	CA
S & S Auto Repair	TN		
Sacramento Specialty Automotive	CA		
Silver Lake Auto & Tire Centers	WI		
Sloan's Automotive	FL		
South Hanover Automotive Tire Pros - Baltimore St	MD		
Stan's Auto Service	CO		