UPCOMING CLASSES

May
2, 3, 4 Shop Owners Course Part 1 - Aligning Your Shop For Profit
2, 3, 4 Collision Owners Course Part 1 - Keys to a Successful Collision Repair Business
3, 4 LAX - Service Advisor Course Part 2 - ATI's 7 Step Process
7, 8 Service Advisor Part 1 - The Role of the Service Advisor
14, 15, 16 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
14, 15, 16 Collision Owners Course Part 3 - A.B.M. Always Be Marketing
21, 22 Service Advisor Course Part 2 - ATI's 7 Step Process
31, June 1 Service Advisor Part 1 - The Role of the Service Advisor

June
1 Service Advisor Part 1 - The Role of the Service Advisor
6, 7, 8 Shop Owners Course Part 1 - Aligning Your Shop For Profit
6, 7, 8 Collision Owners Course Part 1 - Keys to a Successful Collision Repair Business
11, 12 Service Manager
11, 12 Collision Repair Estimating and Sales Course Part 2
13, 14, 15 Shop Owners Course Part 5 - Succession Planning
13, 14, 15 Collision Owners Course Part 5 - Succession Planning
13, 14, 15 Shop Owners Course Part 2 - Advanced Management and Leadership
13, 14, 15 Collision Owners Course Part 2 - Advanced Management and Leadership
20, 21, 22 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
20, 21, 22 Collision Owners Course Part 3 - A.B.M. Always Be Marketing
21, 22 Service Advisor Course Part 2 - ATI's 7 Step Process
28, 29 Service Advisor Advanced Sales

July
9, 10 Service Advisor Part 1 - The Role of the Service Advisor
9, 10 Collision Production Course
11, 12, 13 Shop Owners Course Part 1 - Aligning Your Shop For Profit
11, 12, 13 Collision Owners Course Part 1 - Keys to a Successful Collision Repair Business
16, 17 Shop Owner Course Part 4 - Staffing and Hiring
16, 17 Collision Owners Course Part 4 - Staffing and Hiring
23, 24 Service Advisor Course Part 2 - ATI's 7 Step Process
23, 24, 25 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
23, 24, 25 Collision Owners Course Part 3 - A.B.M. Always Be Marketing

August
1, 2, 3 Shop Owners Course Part 1 - Aligning Your Shop For Profit
1, 2, 3 Collision Owners Course Part 1 - Keys to a Successful Collision Repair Business
9, 10 Service Advisor Part 1 - The Role of the Service Advisor
13, 14 Collision Repair Estimating and Sales Course Part 1
20, 21, 22 Shop Owners Course Part 5 - Succession Planning
20, 21, 22 Collision Owners Course Part 3 - Succession Planning
23, 24 Service Advisor Course Part 2 - ATI's 7 Step Process
30, 31 Service Advisor Advanced Sales

Are You a Victim of Your Business?  By Eric M. Twiggs, ATI Coach

In Chapter 2 of their book "Extreme Ownership," former Navy SEALs Jocko Willink and Leif Babin wrote about their experience initiating Navy SEAL officer candidates. The final week of testing was referred to as “hell week." They observed an interesting trend during one of the hell week sessions.

As part of their initiation, the candidates were divided into six, seven-man boat crews that competed in a series of races against each other. Out of the six teams, boat crew #2 won every race in the series while crew #6 finished dead last each time. The leader of crew #6 blamed his crew members and his crew members blamed each other.

He believed that the winning leader was lucky, because he inherited a better team which gave him an unfair advantage. To resolve this debate, Babin swapped boat leaders sending the leader of crew #2 to boat #6 and vice versa. After making the change they resumed the races. What do you think happened next?

You guessed it, with the new leader in place, the losing boat crew’s luck suddenly changed! Boat crew #6 went from worst to first by winning the rest of their races, with crew #2 finishing second. Why did such a small change make a big difference? The winning leader took full responsibility for everything that happened on his boat. The leader of the losing boat pointed the finger at his people as the reason for his failure.

Here’s the big takeaway: You won't feel accountable for your results until you become responsible for your reasons. What "reasons" are holding you back from success? Here are the most common examples that I hear: “The vendors say that all the shops in my area are slow.” “There aren’t any good technicians in my market.” “Eric, you need to visit me, so you can see that my customers are different.”

During my career as a district manager, I would replace a shop manager who made one of these statements with a new leader, and suddenly the losing location would start winning. Since they embraced their reasons, both the boat leader and shop manager were playing the role of the victim.

Are you a victim of your business? Stay with me to learn strategies that can help you move from victim to victor.

Practice "My Fault Management"

I was speaking with a shop owner recently who was complaining about the state of his business. He went on for 20 minutes telling me all about the mild winter, his bad local economy, and the industry shortage on technicians. I asked him to tell me one thing he had done in the past week to improve business and the line went silent!

Establish a Winning Culture

After reading about the boats, I was left with the following question: How was boat crew #2 still able to finish in second place, even after losing their great leader? And then it hit me. It was because the leader had established a winning culture. A sure sign of a winning culture is that people do the right things whether the leader is present or not.

When a winning behavior is engrained in your culture, it becomes a natural part of what you do. For example, Les Schwab Tire has been a consistent winner in the automotive industry when it comes to customer satisfaction index scores.

The service advisors have been trained to run out to the car to greet the customer in the parking lot. This behavior has been talked about so much during their meetings and training sessions, that it happens whether the boss is watching or not. Everyone understands that if you want to work for Les Schwab, you run to the car. It’s what they do.

As you attempt to build a winning culture, keep in mind what you do speaks louder than what you say. The losing boat leader played the blame game and so did his people. This makes practicing my fault management critical to establishing a winning culture.
Why Your Advisors Are Failing Before They Begin
You are setting your service advisors up for failure if you have not created a proper intake process in writing. Because your service advisors are not properly trained, they are not consistent in what or how they perform a customer intake. This becomes a problem for your customer, who you have also set up for failure and disappointment. If your advisor is not consistent, your customers have a different experience each time they come in.

If you go to a restaurant and the first dish you eat tastes bad, it is going to set the tone for an unpleasant experience. You are going to be hesitant to try the rest of your food for fear of biting into something else that tastes bad. You will be thinking about that first dish and the bad taste it left in your mouth every time the server suggests something else for you to try. You will be less likely to try the dessert or anything else the server offers you that evening, because of that unpleasant first bite. Other ways a server can set the tone for an unpleasant evening is making you repeat your order several times, not listening to you when your place your order and bringing you the wrong dish, not telling you about the special, and so on. What if every time you went into the same restaurant, they waited on you in a different order? Could you imagine frequenting a restaurant that sometimes asked for your dessert order first and then after your dessert came they brought your entrée? Or maybe they took your entrée order first and then came back for your appetizer order? Do you think you'd continue to frequent that eating establishment? No, then why do you do that to your customers?

Your customer intake process begins before your customer even walks in the door. It starts with the phone call FROM them to make their appointment, or the phone call TO them to confirm the exit appointment that you made for them during their last visit with you. The night before, your advisor should be reviewing the appointments for the next day. By review, I mean look at each appointment one by one and:

- Make sure it is assigned to the best tech for the job
- Ensure any anticipated parts are in stock or have been pre-ordered
- Review any TSBs pertaining to the vehicle
- Review any previous declined work
- Review both the customer and vehicle notes
- Review the history

When I say your advisor needs to review the history, I mean they have to thoroughly review the history. Opening up one or two prior tickets for two seconds — that is not thoroughly reviewing the history. Waiting until the technician makes their recommendations and then looking through the history to make sure only those items have not been recently done — that is not thoroughly looking through history.

There are two reasons to look through history, and neither one is just to make you more money. The first reason is we want to see what our relationship has been like. I was recently on a Zoom call with a shop owner and we were reviewing the history of one of his “best customers.” Unbeknownst to the shop owner, or anyone else for that matter, this great customer had been in a total of eight times within the past year. Three of those times were for warranty issues with a power steering pump and another three visits were for warranty issues with an alternator. Do you think that knowing this history would be important the next time this customer came in? Would you double, even triple your efforts to make sure everything went smoothly for them this time? The second one is to be able to properly educate and advise your customer of what services and/or repairs are needed to keep their vehicle running properly.

One of the tools you can use to aid you in properly looking up your customers’ vehicle histories is the “Nowhere to Hide” form. If you have not watched the webinar of the same title, I strongly advise you to. You can find it in the resource center under the category of Sales. Your coach can supply you with the actual form or any questions you may have on the customer intake process.

Automotive Training Institute members fight childhood cancer with their hearts and wallets at their annual SuperConference.

ATI’s generous attendees raised $71,436.30 in just four days for the Orlando based charity, KIDS BEATING CANCER at their annual SuperConference this year in Orlando, Florida.

Sam Azar Vice Chair of the Kids Beating Cancer Board said of ATI, “Your generous donation will go towards our Fund the Match Program. On an average, the cost for the pre-testing is $10,000 per child and it is not covered by insurance. These funds will help seven children to receive their transplants at the Kids Beating Cancer Pediatric Transplant Center.”

Kids Beating Cancer, “the only non-profit of its kind in America for 25 years,” serves children diagnosed with cancer, leukemia, and 80 other life-threatening diseases. By removing financial barriers, any child can have access to bone marrow and stem cell transplantation at the Kids Beating Cancer Pediatric Transplant Center. www.kidsbeatingcancer.org
Sam’s Corner by Ray O’Leary, ATI Coach

Fundamentals

- Driving the Understanding

The world we live and work in is always changing but the basis of what we are working to achieve has never changed. We have tried to reinvent the wheel in aspects that needed no changing, but more so needed an understanding.

Understanding “how we go to business” is our belief system. And the way we look at things can lead us in the directions we need in order to succeed or to struggle along the way. The question is why are we doing what we set out to do. No matter the type or style of business you choose to take on or create, it all comes down to the “Why.”

Our personal reasoning and core value set is the key to “success” and to gaining or growing anything truly successful — be it personal or business, and really it takes both. We learn the steps or processes to achieve a satisfactory outcome in almost any direction we choose to take; we are good at “doing.” But are we happy, do we truly enjoy what we do or mostly go through the motions of what we’ve learned to do? When passion is the driving force in anything we do — we will excel at it dramatically and the results follow that same course.

- The “Don’t”

The mind-set that you need is to not aggravate the process by making steps more difficult as you move along the way of change. But simplify and understand to not overcomplicate any processes. This will ensure the outcomes will be fluid, taking you toward each desired goal with the fewest issues as you move forward.

- What Does It Take

Desire is essential to all we do. In life, we “do what we want the most” — this is the way we work and function in life. What can stifle this is our mind-set and daily attitude toward this. It’s vital to our mental health, outlook and growth.

Feeding our mental health with the very things that interest us or what we may just want to know. This will change our posture toward personal growth. Keeping an open mind allowing us to consider other interesting avenues. These may strike our attention where they may not have done so before. This also opens new avenues of growth and gains us a more rounded perspective and understanding. Which excels us forward.

- Putting It to Work

Choose to Do — Act — Follow Through

Succeeding in anything in life starts with choosing to do something, to “decide” what you want or maybe are interested in. Or even can be deciding to simply not close your mind to things you may have looked at before. Choosing to have an open mind and seeking out new ideas, culture, interests, etc. — any avenue for new personal growth. Even to continue current items we may have never fully considered or finalized to their full extent.

This can be unfamiliar ground, odd or even uncomfortable at times because of it being not natural to you. Not natural to what you may be used to, or to how you have conditioned many aspects within you and what you believe your life will be over time. Thought processes start the process, and change in anything we wish to grow affects our personal belief system and value base. “Commit” to this and you will continue to grow both personally and in every other aspect of your life. Creating change.

Do not avoid the bumps and bruises along the way; they only let you know that you can effect change and growth in your life. These are never failures, but examples that guide you to the right directions. Even when they may not feel like that at any given time. This as to others are the very things that lead you to “success.” Each step of the ladder as you climb higher and higher can and will get more challenging. But what you may not have noticed or even realized is that you have been raising your own bar the entire time. Through the process, you have become just the stronger each step you have made. Things start to become easier or just come faster and more natural to you as you have grown to a different level along the way. You will continue to do so as you stay the course.

Congratulations to ATI President’s Award Recipients

Fundamentals

Every year, ATI recognizes our best of the best by inducting them into The President’s Club. These associates have consistently demonstrated an unparalleled commitment and dedication to ATI and our members. Please join us in congratulating them on their outstanding performance in 2017.

Frank Rose, Zach Booth,
Jason Hawkins, James Fournier, Charles Zeleny,
Eric Twiggs, Rick Johnson,
Brian Hunnicutt and Mike Bennett.
ATI would like to sincerely thank our sponsors and trade show participants