



Automotive Training Institute Shop Talk

www.autotraining.net

January 2015

In This Issue:

- ATI Quest for Excellence 2014
- Coaches Corner
- Sam's Corner

Upcoming Classes:

Shop Owner

Align Your Shop for Profit

February 4, 5 & 6

A.B.M. "Always Be Marketing"

February 11, 12 & 13

Advanced Management & Leadership

February 18, 19 & 20

Succession Planning

February 18, 19 & 20

Align Your Shop for Profit

March 4, 5 & 6

Advanced Management & Leadership

March 18, 19 & 20

Staffing and Hiring

March 26 & 27

Service Advisor

The Role of the Service Advisor

February 9 & 10

ATI's 7 Step Sales Process - Sacramento

February 12 & 13

ATI's 7 Step Sales Process

February 23 & 24

Service Manager

February 26 & 27

The Role of the Service Advisor

March 2 & 3

ATI's 7 Step Sales Process

March 23 & 24

The Role of the Service Advisor

March 30 & 31

Collision Course

Key to a Successful Collision Repair Business

February 4, 5 & 6

Collision Repair Production - Part 1

February 9 & 10

A.B.M. "Always Be Marketing"

February 11, 12 & 13

Leadership and Human Resources

February 18, 19 & 20

Collision Estimating & Sales - Damage Analysis

March 9 & 10

Collision Estimating & Sales - Repair Planning

March 16 & 17

Staffing and Hiring

March 26 & 27

ATI's Top Shop Quest Continues: Second and Third Round Picks Are In!

By Bryan Stasch, Vice President

After announcing ATI Top 150 Shops last month, we have been working diligently to identify the Top Shops. The Competition gets tougher every year as shop continue to improve their performance. Keep an eye out to see who makes the next cut. Then, at SuperConference 2015, we will announce our Top 12 winners representing the very best ATI shops in North America.

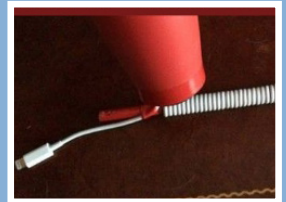


2nd Round

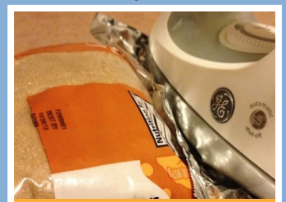
A & H Automotive	James Holland	Del City	OK
Accurate Automotive	Lee Weatherby	Mesa	AZ
AG Diesel	Cameron Tormanen	Portland	OR
All Around Auto Care	Skeet Hartman	Westminster	CO
Auburn Foreign Car Repair	Greg Hochhalter	Auburn	WA
Auto Stop 1	Tom Lapham	Arlington	VA
Ayers Automotive	Robert Ayers	Santa Barbara	CA
Babcock Auto Care, LLC	Jeremy Babcock	Rochester	MN
Bennett's Automotive	James Bennett	Smyrna	TN
BG Automotive Inc.	Bryan Gossel	Fort Collins	CO
BMW Excluservice	Stephane Grabina	Rockville	MD
Bob's Main St. Auto & Towing	Bill Rate	West Bend	WI
Bradham Auto Electric	John Crowder	Alexandria	VA
Bransfield Motor Company	John Eichler, Jr.	Reisterstown	MD
Brown Motor Works	Keith Huggins	Columbia	SC
Burke Center Automotive	Chris Burr	Burke	VA
Cardinal Plaza Shell	Scott Brown	Springfield	VA
Carmine's Import Service	Carmine Cupani	Kernersville	NC
Conant Automotive, Inc.	Joe Conant	Stoughton	WI
Crabtree Automotive Inc.	Tim Connaghan	Albany	OR
D'Avico Auto Repair, Inc.	John D'Avico	Wayne	PA
East Ridge Transmission	Don Britton	Chattanooga	TN
European Auto Solutions	Tim Allen	Waltham	MA
Ferber's Tire & Auto Service, Inc.	Robert Ferber	Ashland	VA
Fifth Gear Automotive	Bill Bernick & Rick Jordan	Lewisville	TX
Frank's Servicercenter	Frank Dischinger III	Southampton	PA
George's Sierra Shell	Doug Whiteman	Fontana	CA
German Auto Works	Steve Sanders	St Louis Park	MN
Good Works Auto Repair, LLC	Glen Hayward	Tempe	AZ
Haglin Automotive, Inc.	Dana Haglin	Boulder	CO
Hanover Lube & Brake Center, Inc.	Dean Wright	Hanover	PA
High-Tech Auto & Truck Center	Carl Kessler	Chantilly	VA
Hillmuth Certified Automotive	William Hillmuth	Columbia	MD
Hillmuth Certified Automotive	Doug Hillmuth	Clarksville	MD
Hillside Auto Repair	David Carney	Torrance	CA
Hogan & Sons, Inc.	John, Philip & Susan Hogan	Faifax	VA

Continued inside

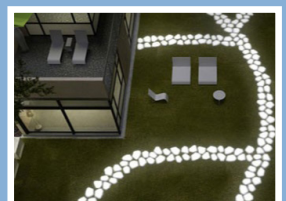
Tips, Tricks & Life Hacks!



Turn a regular cord into a coil cord with a pencil and a hair dryer!



Seal plastic bags with aluminum foil and an iron.



Paint your garden rocks with Glow in the Dark Paint!

Round 2 cont.

Hogan & Sons, Inc.	John, Philip & Susan Hogan	Leesburg	VA	Revolution Mercedes-Benz Specs	Matt Purselle	Decatur	GA
Hollin Hall Automotive	Tom Harvey	Alexandria	VA	Rieger Motor Sales	Kirk Edelman	Forrest	IL
Integrity First Automotive	Damian Shaw	West Jordan	UT	Robe Mans Auto Service	Eddie Cleveland	Birmingham	AL
Jeff's Automotive	Jeffrey Strausser	Easton	PA	Silver Lake Auto Center	Daniel Garlock	Oconomowoc	WI
Kelly Automotive	Kelly Mullenau	Mesa	AZ	South Side Tire & Auto	Jeff Keeney	Frederick	MD
Kleyn Mobile Repair, LLC	Joseph Kleyn	Jenison	MI	Sparks Computerized Car Care	John Eckrich	Muncie	IN
Krietz Auto Repair Inc.	Charlie Krietz	Frederick	MD	Stan's Auto Service	Sheldon Barthlama	Loveland	CO
Matthey Automotive, Inc.	Judson Matthey	Collingswood	NJ	Superior Auto Service	David Taggart	Frederick	MD
MD Automotive, LLC	Mike Dehart	San Antonio	TX	Taylor Co BMW + MINI	Bruce Taylor	Pomona	CA
Medlock Gulf	Karl Jaeger	Decatur	GA	Techway Automotive	Brian Ordway	Dothan	AL
Meyers Auto Tech, Inc.	Scott Meyers	Kennewick	WA	Tim's Automotive	Tim Roozenboom	Clackamas	OR
Milstead Car Care	Mark Milstead	Conroe	TX	Tony and Sons	Corey & Donny Perhay	East Peoria	IL
Minh's Auto Care, LLC	Tam Truong	Brooklyn	NY	Uncle Dave's Auto Repair	David Steward	Memphis	TN
Performance Plus	Greg Budwine	Colorado Springs	CO	V & F Auto Inc.	Frank Palange	Agawam	MA
Plymouth Auto & Tire Center	Al Torcini	Plymouth Meeting	PA	Walt Eger's Service Center	Walt Eger	Severn	MD
Precision Auto	Bud Wildman	Germantown	MD	Webster's Import Service, Inc.	Roger Webster	Greensboro	NC
Preferred Automotive	David Rose	Gilroy	CA	Werner's Mercedes & BMW	Ron Drietzler	Salt Lake City	UT
Procter Automotive	Jimmy Campbell	Abilene	TX	West Town Monona Tire	Gary Pivotto	Madison	WI
Quality Motors	Mike Leeches	Laguna Niguel	CA	Westlake Independent Service	Bruce Nation	Westlake Village	CA
				Wilton Service Center	Michael Lindquist	Wilton	CT

3rd Round

Accurate Automotive	Lee Weatherby	Mesa	AZ	Quality Motors	Mike Leeches	Laguna Niguel	CA
AG Diesel	Cameron Tormanen	Portland	OR	Rieger Motor Sales	Kirk Edelman	Forrest	IL
Auto Stop 1	Tom Lapham	Arlington	VA	Robe Mans Auto Service	Eddie Cleveland	Birmingham	AL
Ayers Automotive	Robert Ayers	Santa Barbara	CA	Silver Lake Auto Center	Daniel Garlock	Oconomowoc	WI
Bennett's Automotive	James Bennett	Smyrna	TN	Sparks Computerized Car Care	John Eckrich	Muncie	IN
BG Automotive Inc.	Bryan Gossel	Fort Collins	CO	Stan's Auto Service	Sheldon Barthlama	Loveland	CO
BMW Excluservice	Stephane Grabina	Rockville	MD	Taylor Co BMW + MINI	Bruce Taylor	Pomona	CA
Bobs Main Street Auto & Towing	Bill Rate	West Bend	WI	Tim's Automotive	Tim Roozenboom	Clackamas	OR
Bradham Auto Electric	John Crowder	Alexandria	VA	Tony and Sons	Corey & Donny Perhay	East Peoria	IL
Bransfield Motor Company	John Eichler, Jr.	Reisterstown	MD	Uncle Dave's Auto Repair	David Steward	Memphis	TN
Brown Motor Works	Keith Huggins	Columbia	SC	V & F Auto Inc.	Frank Palange	Agawam	MA
Burke Center Automotive	Chris Burr	Burke	VA	Walt Eger's Service Center	Walt Eger	Severn	MD
Cardinal Plaza Shell	Scott Brown	Springfield	VA	Werner's Mercedes & BMW	Ron Drietzler	Salt Lake City	UT
Carmine's Import Service	Carmine Cupani	Kernersville	NC	West Town Monona Tire	Gary Pivotto	Madison	WI
Conant Automotive, Inc.	Joe Conant	Stoughton	WI	Wilton Service Center	Michael Lindquist	Wilton	CT
D'Avico Auto Repair, Inc.	John D'Avico	Wayne	PA				
European Auto Solutions	Tim Allen	Waltham	MA				
Ferber's Tire & Auto Service, Inc.	Robert Ferber	Ashland	VA				
Fifth Gear Automotive	Bill Bernick & Rick Jordan	Lewisville	TX				
Frank's Servicer	Frank Dischinger III	Southampton	PA				
George's Sierra Shell	Doug Whiteman	Fontana	CA				
Haglin Automotive, Inc.	Dana Haglin	Boulder	CO				
Hillmuth Certified Automotive	William Hillmuth	Columbia	MD				
Hillmuth Certified Automotive	Doug Hillmuth	Clarksville	MD				
Hillside Auto Repair	David Carney	Torrance	CA				
Kelly Automotive	Kelly Mullenau	Mesa	AZ				
Krietz Auto Repair Inc.	Charlie Krietz	Frederick	MD				
Matthey Automotive, Inc.	Judson Matthey	Collingswood	NJ				
Medlock Gulf	Karl Jaeger	Decatur	GA				
Meyers Auto Tech, Inc.	Scott Meyers	Kennewick	WA				
Milstead Car Care	Mark Milstead	Conroe	TX				
Minh's Auto Care, LLC	Tam Truong	Brooklyn	NY				
Performance Plus	Greg Budwine	Colorado Springs	CO				
Plymouth Auto & Tire Center	Al Torcini	Plymouth Meeting	PA				
Precision Auto	Bud Wildman	Germantown	MD				



Coach's Corner

Why You Should Eliminate Your "Employees"

Geoff Berman, ATI Coach

Why do we have employees? That may sound like a silly question but it really isn't. The obvious answer is to deliver the product we sell. That could be food, clothes, household items, electronics or even automotive service. But that is not what I'm asking. Why do we really have employees? Most business owners don't realize this, but if you are in the service business you do not sell tangible items. The product you sell is not the food, clothes, household items, electronics or even automotive service. The product you sell is you! Zappos doesn't sell shoes, they sell Zappos. Apple doesn't sell computers. They sell Apple. Wegmans doesn't sell groceries, it sells Wegmans. I can buy shoes anywhere, so why are Zappos customers so loyal? Doesn't the same apply to thousands of companies worldwide? If you think about it, there are standout companies in your life too. What are they and why do they stand out to you? Is it the product or the experience that really makes the difference? Now don't get me wrong, I think it goes without saying that you must have a good or even a great product, but to be the standout in your industry (or even your neighborhood) you must deliver an exceptional experience. I think I would be hard pressed to find someone that would disagree if I said that Walt Disney was a creative genius and a visionary. But what if I said he was also someone that understood people and that "it takes a village." Clearly he could not have created his empire alone. There are no employees at Disney. They are all "cast members." If you think about it, it is such a simple thing but genius at the same time. The impact it has had on the



company's growth is immeasurable. Think about what Disney sells. It sells Disney. The entire time you are in one of their parks

you are part of a production that is carefully orchestrated to enhance your experience. He has figured out how to relate what employees do, back to the mission of the company. Staff feels better about the role they play, and they intrinsically want to fulfill that role. They don't want to be the one dancer in the group that falls and the entire group fails as a result. They are not just an employee. It's bigger than that.

Your Employees Sell YOU

This is why we have employees. To deliver our product, or said better — to deliver us. The titles your staff members have are expressions of your corporate personality and culture. These titles should focus on results, not tasks, and should tie into the mission of your business. That mission should in some way incorporate "making people happy" and delivering an experience that is unmatched. Delivering this new product starts with you, the business owner, and gathering the team that believes what you believe. I read online recently that there is an automotive company in Illinois called Mid America Motorworks. They sell after-market parts for Corvettes and Volkswagens. Maybe you have heard of them. Mike (the owner) calls himself the Chief Cheerleader. How cool is that. He does not look at himself as the owner. He sees his position as the motivator, and the title he has keeps him focused on his real job. Do you think this company has happy cast members? Do you think they focus on delivering an exceptional experience? Do you think they sell themselves every day?

Inspiring Job Titles

Consider this: our own beloved Vicky here at ATI. She is the Director of First

Impressions. Isn't her job really to be friendly and comfortable around people? To make your stay here with us the best it can possibly be? So to call her a receptionist doesn't capture the essence of what she really does. In fact, there is a stereotype that comes from being a receptionist, which could actually create the exact opposite impression of what we want from that position. "Clearly you can see the difference."

Inspiring and unique job titles can make you appear forward-thinking and innovative, and will appeal to people who want to feel creative and inspired. Isn't that the person you want to attract to your business? Here are a few examples of what I'm suggesting here.

- **Instead of "Business development," consider "Creator of opportunities"**
- **Instead of "Business consultant," consider "Business therapist"**
- **Instead of "Receptionist," consider "Director of first impressions"**
- **Instead of "Business owner," consider "Chief cheerleader" or "Creative superhero"**
- **Instead of "Recruiter," consider "Director of talent and acquisition"**
- **Instead of "Shuttle driver," consider "Concierge captain"**
- **Instead of "Service advisor," consider "Client advocate" Thank you, Damian Shaw**
- **Instead of "Service manager," consider "Communications ambassador"**
- **Instead of "Gas pumper," consider "Petroleum transfer engineer" Thank you, Mike Zalis**

It really isn't that hard if you give it some thought. What can you come up with? Include your staff. What do they think their title should be? Email me your ideas; I'd love to hear them and add them to my list. gberman@autotraining.net



FIRST CLASS
AUTO
U.S. POSTAGE PAID
ROSEVILLE, MI
PERMIT NO. 35

705 Digital Drive
Suite V
Linthicum, MD
21090

Sam's Corner by Chubby Frederick

SuperConference 2015

Is Sold Out!

Just when I thought "Who would want to go to a desert in March?" it became evident that a lot of ATI Alumni certainly did want to! We have had a waiting list since the third quarter of 2014 and have been scrambling to find extra rooms in Palm Springs. Many California clients have been singing the praises of the weather there for years; however, I couldn't figure out how to go fishing there, so this is our first time!

Optional Activities

My guess is my wife will be boarding one of our luxurious motor coaches and be swept away for an evening full of fun at the Agua Caliente Casino. You see, she has a fool-proof way of winning every time in a casino, which I have witnessed on more than one occasion. She starts with 100 bucks of her own money and when she wins she puts all the winnings in her purse. She likes the dollar slots! Then when she runs out of her money, she borrows more from me. However, she barter the payback and I can't remember for the life of me what I get in return. If casinos are not your cup of tea, be sure to visit The Steakhouse, which is a Wine Spectator award-winning restaurant. There are also two casual restaurants, The Lounge and, for live piano, visit Rendezvous.

If you are not afraid of heights (which I am seriously afraid of), there is the Palm Springs Aerial Tramway, which is one of the most unique attractions on earth. These tram cars rotate on an exciting 10-minute excursion from an elevation of 2,643 feet to 8,516 feet. The temperature at the top is 30 degrees cooler, and you will pass through the Mexican Sonoran Desert to an Alpine



wilderness. There's just not enough Scotch in California to get me up there, but you have a good time!

Last but not least, sign up for the San Andreas Fault Jeep Tour (this one will work for me!). Witness the tremendous forces of nature that have created amazing steep-walled canyons and some of the most twisted and tormented landscapes on earth. Here you can learn about earthquakes and the geology of the San Andreas Fault during this fun-filled and educational tour.

So sign up for the optional events early because there will be almost twice as many ATI Alumni attending this year as in previous years. Oh, I almost forgot! Join me in thanking all the ATI associates that have made this event so successful over the last 13 years by listening to your requests and making SuperConference the premiere ATI event of the year!

Thank you, *-Chubby*