

# ShopTalk



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## May 2015

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### Upcoming Classes:

#### Shop Owner

*Align Your Shop for Profit*

June 3, 4 & 5

July 8, 9 & 10

*Leadership Mastery*

June 17, 18 & 19

July 22, 23 & 24

*Staffing & Hiring*

June 11 & 12

*A.B.M. "Always Be Marketing"*

July 20, 21 & 22

*Succession Planning*

June 8, 9 & 10

#### Service Advisor

*ATI's 7 Step Sales Process-*

June 15 & 16

July 13 & 14

*The Role of the Service Advisor*

June 1 & 2

June 29 & 30

*The Role of the Service Advisor-  
West Coast*

July 16 & 17

*Advanced Sales*

June 25 & 26

*Service Manager*

June 11 & 12

#### Collision Course

*Collision Estimating & Sales -  
Damage Analysis 1*

June 25 & 16

*Collision Estimating & Sales -  
Damage Analysis 2*

June 29 & 30

*Staffing & Hiring*

June 11 & 12

*Collision Repair Production*

June 18 & 19

## You Can't Miss What You Haven't Experienced!

### Geoff Berman, ATI Coach/Instructor

Has this ever happened to you? You call your credit card company because you have a question about your bill. After several minutes of entering your 16-digit card number and playing the "what number do I push to get the right extension" game, you finally get a voice that asks you for the credit card number again. You again give the number and think to yourself, "Didn't I already give you the number?" Next is the series of questions verifying you are who you say you are. Finally you tell them why you're calling, only to discover that you have reached the wrong extension, and they will be happy to transfer you. Now that wouldn't be so bad if you were simply transferred and moved on from where you left off, but that's not what happens. I'm betting that what happened next is you were either disconnected or the person you are transferred to has no idea who you are and you have to start that process all over. Now you're either annoyed that you have to call back and start this ridiculous process over again, or you're again thinking, "Why doesn't this person know who I am?" Either way it is not the experience you had been expecting. If the experience is bad enough you swear you're going to cut up the card and open an account with another bank, but after you settle down you realize that this is just how banks do business. So you stay where you are. It's just easier that way.

So one day you happen to have the exact opposite experience with another bank you do business with. You call with a question. You still play the "what number do I push to get the right extension" game and you're transferred,

only this time when you're transferred the person on the other end knows who you are and why you're calling, and is ready to help you. You're amazed. You realize you're not insane and are blown away by this experience. Now that you have had that experience, you secretly compare every experience you have when you're playing the "what number do I push" game, to that great experience. And when you don't get it, you miss it.

This phenomenon is true in your business, too. So let's say that part of the value you provide is that you wash every car you service. That's why you could wash ten cars and the owner of one of them is over the moon and the others don't seem to even notice. That one customer has never experienced this before. This has had a real impact on how that person sees you and the value of your service. They may even talk about it with friends and coworkers. But to the other nine, they got what they expected. That's not worth talking about.

The question I am asking you is, is that OK? Is it OK for 90 percent of the people that do business with you to just be satisfied? What happens when one day they try someone else (and they all do eventually) and experience something better than what you provide? Have you ever had a good customer stop coming in for a while and then all of a sudden return? You ask, where have you been? Embarrassed, they tell you they tried another shop only to find out they never should have left. This customer missed what they had previously experienced in your shop, and came back. How many experience something better and you never see them again?

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The challenge is to figure out things that will be exciting and memorable to people and do them. Unfortunately, there is no one size fits all scenario here. You must keep changing what you do and adding things to keep it fresh and help you stand out to more people. What if you could double or even triple your referrals as a result of these small innovations in your business? Would that be worth your time?

Here are a few examples of simple things you can do to give the customer something they haven't experienced and something they will want to share with others.

- Have the cleanest bathroom in town
- Provide new customers with a welcome package
- Wash every car
- Pick-up and delivery service
- Have the best warranty in town
- Call all-night drop customers early so they know you received the vehicle and it is in process
- Know my name before I walk through the door
- Concierge service (bring the car to me instead of making me walk the lot to find it)
- Keep me informed throughout the process (don't wait for me to call for a status report)
- Make sure all staff are trained on proper phone handling techniques
- Call and thank me three days after the service
- Leave a simple gift in the car
- Host a community event at your shop
- Email or text me photos before going over what my vehicle needs
- Teach your staff to never say no. Always give a yes option
- Always greet and acknowledge me within three seconds
- Communicate with me in front of the counter whenever possible
- Shake my hand
- Always make eye contact
- Smile

What things do you currently do to stand out? Email me your ideas. I'd love to hear them. [gberman@autotraining.net](mailto:gberman@autotraining.net)

## The Coach's Corner

### The Dead Cat

*Eric Twiggs, ATI Coach*

"Eric, there is a dead cat in front of my shop; what do I do?" This question came from my shop manager Jim, back in 2002 when I was a district manager in the D.C. area. I responded by hanging up the phone on him. A few minutes later, he calls me back: "Eric, you must be in a bad cell area. I was saying that I have a dead cat in front of my shop and I was wondering what to do about it."

This time I paused for a moment before hanging up the phone. He called back and cut me off with the following statement: "OK, before you hang up, I just wanted you to know that I will be calling Animal Control to have the dead cat removed!" As I suspected, Jim had the answer all along. Your people have the answers as well.

The dead cat is a symbolic metaphor of the problems that your employees approach you with that they are capable of solving themselves. Are your techs coming to you with questions that are easily answered by Identifix? Does your writer call you about the customer that wants to use an expired coupon? If so, you have a "dead cat" on your hands.

I have good news and bad news. The bad news is that YOU have created a culture that has enabled your employees. The good news is that I have the following three-step solution to your "dead cat" problem:

1. Be Proactive — Be proactive by using your morning huddle and weekly one-on-one meeting times to update the team on how they are doing with their decision making. Recognize them for thinking on their feet and resolving issues without you. Remind your people that they are empowered to satisfy the customers and that there isn't a mistake that can't be fixed.

2. Be Positioned — Position yourself for success by hiring people that have the personality and initiative to make the right decisions without being told what to do. For example, when you are hiring a service manager, be sure to give the candidate the Wonderlic test before making the hire.

Pay close attention to the management performance traits, which are located on page 4 of the test results. Candidates that score high on the decisiveness to act without precedent trait will tend to be better at making the right decisions on their own.

3. Be Prepared — You will be tested, so be prepared. When you are approached with a "dead cat" this week, respond with the following question: "What would you do if wasn't here?" There is a 90 percent chance that they will respond with the right answer.

If you are proactive, positioned and prepared, you will keep the "dead cats" from sucking the life out of your business.



# Sam's Corner

## 20 Group Members Give Back

In the past year, we have had multiple 20 Groups dedicate their time to giving back to the community. Money Masters, led by Coach Mike Bennett, is gearing up to participate in their second Habitat for Humanity team build. The first Habitat project included painting and refurbishing houses. In total they donated \$6,050.00.

### Money Masters



### The High Mark



The High Mark (Salt Lake City), led by Coach Rick Johnson, dedicated their time and efforts to working on Chad Hymas's Elk Ranch. They set 14 fence posts and put up the fence wire. Chad was the motivational speaker at SuperConference 2015. Chad is a quadriplegic and was not expecting the help. He was very appreciative and amazed at the efforts of The High Mark.

We are truly amazed at our 20 Groups' efforts in giving back to the community. We can't wait to see what projects the future holds. Keep up the good work!

*C. L. Frederick*

-Chubby





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FIRST CLASS  
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# Marketing Idea to Make Mother's Day Profitable

Eric Twiggs, ATI Coach

When I was a kid, my mother would say: "Every day is Mother's Day!" I now realize that she was just looking to be appreciated for the sacrifices that she made for me. When I took the time to show her my appreciation, she would get emotional.

A recent Harvard University study concluded that 95 percent of all purchase decisions are based on an emotional response, so Mother's Day presents a tremendous opportunity to show your appreciation and boost your sales in the process.

Here is a sample of a Mother's Day postcard that one of our clients shared. The surprise gift will be a \$5 Starbucks gift card.

