

# ShopTalk



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

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## Are You Looking for Love in All the Wrong Places?

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### Upcoming Classes:

#### Shop Owner

*A.B.M. Always Be Marketing*  
December 16, 17 & 18

*Align Your Shop for Profit*  
December 2, 3 & 4

*Leadership Mastery*  
December 9, 10 & 11

#### Service Advisor

*The Role of the Service Advisor*  
November 30 & December 1

*ATI's 7 Step Sales Process*  
December 14 & 15

*Adanced Sales Service Advisor*  
December 7 & 8

#### Collision

*Estimating & Sales Course 1*  
December 9, 10 & 11

*A.B.M. Always Be Marketing*  
December 14 & 15

*Collision Repair Production*  
November 16 & 17

*Leadership Mastery*  
December 9, 10 & 11

*Estimating & Sales Course 2*  
December 14 & 15

by Eric Twiggs  
ATI Coach

*"Leaders don't flock. You have to find them one at a time." —Ross Perot*

"Steve" was in big trouble. His best technician just told him he was leaving to work for the competitor. Steve never embraced my idea of **"always be looking,"** so he began his talent search without any leads. He started by posting ads on the typical Internet job boards, which resulted in him being flooded with resumes from experienced **forklift drivers!**

Out of desperation, Steve ran ads with the local unemployment office with hopes of filling the void. To his surprise, he got an immediate response from a master certified technician named "Joe," with over twenty-five years of experience.

Steve called Joe in for an interview. Everything was going as planned until he asked him why he had left his most recent job. Joe's response was classic: **"We had a difference of opinion. The owner was of the opinion that I shouldn't smoke marijuana in the bays!"** Based on the job board and unemployment office results, it's clear that Steve was **looking for love in all the wrong places!**

If you limit your search to only the **active** job seekers, you may end up like Steve. According to a recent **LinkedIn** study, candidates who are **actively** searching for a new position make up 25 percent of the job market.

In other words, **75 percent of the people you want to hire aren't looking!** So how do you stop looking for love in all the wrong places? You may not be a country singer, but the following three ideas will change your tune

### Summary

• **Enhance the Referral Bonus** — What's in it for your current "A" players, vendors, and BNI members to refer you to the good people they know? I recommend you offer an up to \$1,000 referral bonus to anyone that refers you a candidate. You can pay out \$250 per quarter for up to four quarters. The referred employee has to be employed and meeting expectations for the referring individual to be eligible for the payout.

• **Go Fishing** — "Fishing" is when you ask the applicant you're interviewing about the good people they have worked with. Once you hire the candidate, you can offer the referral bonus to get that service writer to recruit the great tech she mentioned in the interview. If you decide not to hire her, you still have the name and shop information of the good person she spoke of.

• **Use Facebook** — According to a recent online survey, **73 percent of millennials reported finding their last job through social media.** Facebook ads are very effective because they allow you to target your ideal candidate based on work history, education, interests and other relevant criteria. They also expose your openings to the **passive** job seeker who's not posting her resume on the job boards.

It's possible to find a great person on sites like CareerBuilder, Craigslist and Indeed. I get it. Having this as a **PART** of your hiring strategy isn't a bad thing. Just keep in mind that only 25 percent of your candidate pool is posting resumes on job boards.

Enhancing the referral bonus, going fishing, and using Facebook, will give you access to the passive job market, and keep you from looking for love in all the wrong places!

**I have a step-by-step hiring process outline to help you find that "A" player. Email etwiggs@autotraining.net if you would like a copy.**

# The Coach's Corner

## It's Not the 80s Anymore

### Out of Date Habit #1: Don't Look for Staff Until Someone Leaves

Geoff Berman

Coach/Instructor

30-plus years ago, finding a tech was easy. So many people wanted to fix cars and the learning curve was nowhere near what it is today. Vo-Tech schools were everywhere and there was no shortage of people in the automotive programs. Why would you look for help? People were always coming to you asking if you were hiring. When you were, you did. It was simple back then.

Is it the same today? Are there many Vo-Tech schools still around? Do people want to be mechanics today? Are there people coming to you asking for work? If so, are they qualified? Are the cars as easy to work on as they once were? What about the baby boomers? Today, they are retiring in huge numbers and will continue to for the next five years. The facts are, techs are leaving faster than they are coming in and the gap is widening each year. When's the last time you placed an ad for help? How'd that work out for you? I hope you can see why the old 80s model of "look when we need help" isn't going to work anymore.

#### So What Can You Do About It?

First, you must know that there is no easy fix. What I am about to suggest will take time to root properly within your community. If you are patient and consistent, you will reap rewards that will leave your competitors envious, while they are stuck with the leftovers that no one wants to hire.

We can learn all we need to from the story of the "Chinese bamboo." If you plant a bamboo seed, you will water it, fertilize it and nurture it for five years before it starts to grow. In the fifth year it will grow ninety feet in six weeks! You can almost watch it grow. During the five years the bamboo appears to lie dormant, it is actually forming a very elaborate root system so it can support a ninety-foot bamboo stalk.

Without that foundation, the plant is sure to fall. We need to do the same when looking for staff. Plant the seeds, nurture them and be patient while the root system is developed. Once it has, the rewards will be plentiful. Below is the Six Step Process to overcoming this challenge.

#### Step One

The time to start looking is now. Not when someone gives you notice or worse, just walks out. If you start looking then, it is too late, and you will be stuck hiring someone you don't want, wishing you never hired them at all. Has

that ever happened before? Accept the fact that one of the most important responsibilities as the leader of your business is to become a master recruiter. It is something you must become. Wherever you are, and whoever you're talking to, in the back of your mind you must be thinking, "Is this a potential staff member, or are they a connection to your next staff member?" Every interaction with another human is an opportunity. Never miss one.

#### Step Two

It is important to remember that the people you are interested in should be interested in you as well. What are others saying about you? How would they learn about you and your business? It is important to make sure if they search you out online they get a clear image of who and what you are. Besides the obvious things like their reading your reviews, looking at your website and calling businesses you are associated with like AAA, BBB, etc., the best way for you to get the right message out is to have a career tab on your website. Make regular posting in social media linking to that page. Place YouTube videos of you and others talking about what a great place this is to work and why, and link them back to your career page. Make sure they have a reason to come see you other than "I heard you're hiring!" When talking with people, point them to your career tab before you have an official interview. This will help you find better staff and set the stage for a better interview.

#### Step Three

We must not confuse recruiting and advertising. They are very different. While advertising is necessary, recruiting is equally if not more important and is often overlooked. As I said earlier, recruiting is talking to everyone you can about your business. Look for those opportunities that would normally not present themselves. Six degrees of separation is the theory that anyone on the planet can be connected to any other person on the planet through a chain of acquaintances composed of no more than five people. The people you know, know the people you want. Find that connection and you will find a superstar.

#### Step Four

Part of always looking is always interviewing. If you are always interviewing (especially when you're not hiring) there is a lot you can do to pique the interest of the person you're interviewing, and also send them out in the world to spread the right gospel about you. If they liked the interview and are hoping you will be in touch, they will talk about you in a favorable way. This is another bamboo



(continued from page 2)

seed you planted that will grow over time. Here are a few things to remember in the interview to help with this. Never talk about salary in the first interview, never hire on the first interview, take detailed notes and listen more than you talk.

**Step Five**

Remember the “six degrees of separation”? One great way to find those connections is to “go fishing” in your interview. It is likely the person you’re interviewing knows someone else that may be the right fit for you even if they are not. Where do they currently work or have worked in the past? Who do they or have they worked with? Find out. If you ask them good questions and they are relaxed in this interview, not only will they talk about these people but you will find out who they are, and they are now your next recruit. This will work even if you are not interested in the person you are currently interviewing. This is why we interview everyone. Sometimes it is just about who they know.

**Step Six**

You must have a way to organize all of this and be able to remember them and follow up later. This can be accomplished with a three-folder filing system. Folder 1: Absolutely not interested, Folder 2: Somewhat interested, Folder 3: Definitely interested.

Now you have a way to stay in touch with the ones you are interested in. At the very least you can use some of the major holidays as an excuse to reach out and wish them a happy holiday and safe travel. This will keep you top of mind and you will stand out. I’m betting this has never happened to them before. One day they will be ready to make a move and you will have an opportunity available.

**In Summary**

I know what I am asking may not be easy, but I think you will agree it is necessary to your growth and maybe to your survival. Start looking now, follow the six steps, and let the best find you. If you want to learn more I would highly recommend you attend the “Staffing and Hiring” class here at ATI.

**Shop Owner Testimonials**

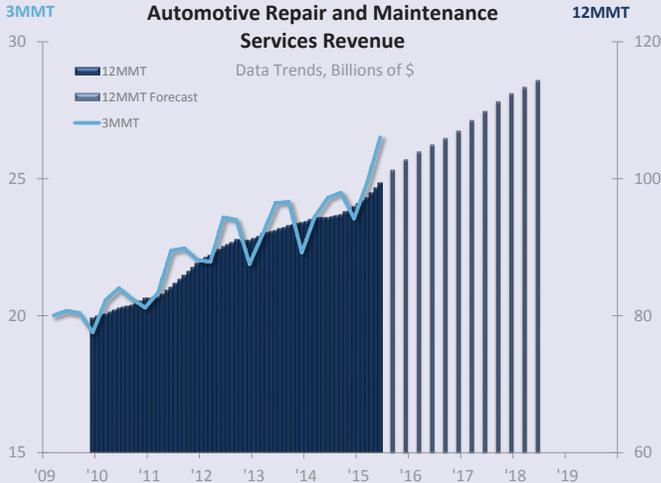
“After a year of seeing your ad on craigslist I finally decided to give you a call.” This is what a client was told during a recent interview. Turns out, this was the person he had been looking for. I told the woman at the bank I was looking and she sent me a tech that had just moved to town and was looking for a job. I would never have found a tech of this caliber had I not been recruiting. Thank you, Mark Heimsoth

**Sam’s Corner**

**Automotive Repair and Maintenance Service Revenue Forecast to 2018**

We have hired ITR Economics to create a trend report for our industry after watching their accuracy producing reports in other industries. Revenue rose 2.8 percent above their forecast range necessitating an upward revision to their outlook. Annual revenue will rise through at least the second quarter of 2018. The pace of the rise is accelerating but internal trends suggest a transition to slower growth is approaching. Revenue will then accelerate once more in mid-2016. Our quarterly growth was 9.1 percent with the past 12 months of annual growth projected at 5.3 percent. Growth is projected to be 4.4 percent in 2016, 4.7 percent in 2017 and 5.1 percent in 2018.

Make sure your quality keeps up with demand by ensuring you have enough labor in place to handle growth. Now would be the time to invest in workforce development, hiring, training and retention. Also ensure you have the right price escalator and space out price increases. Last but certainly not least, maximize your profit margins through differentiation; stand out from the crowd and set yourself apart from your competitors.



	Sep-15	Dec-15	Jun-16	Sep-16	Dec-16	Mar-17	Jun-17	Sep-17	Dec-17	Mar-18	Jun-18	
Lower Forecast Range	101.0	102.4	103.5	104.5	105.3	106.4	107.8	109.1	110.5	111.6	112.5	113.3
Annual Revenue (Billions of dollars)	101.3	102.9	104.0	105.0	106.0	107.0	108.6	109.9	111.3	112.5	113.4	114.4
Upper Forecast Range	101.7	103.3	104.5	105.6	106.6	107.7	109.3	110.7	112.1	113.3	114.3	115.5

**QUARTERLY REVENUE (3MMT)**  
\$26.5 billion

**ANNUAL REVENUE (12MMT)**  
\$99.4 billion

**OUTLOOK**  
Annual Revenue will generally rise through mid-2018.

**MANAGEMENT NOTE**  
Make sure quality keeps up with demand by ensuring you have enough labor in place to handle growth.

*C. L. Frederick*





705 Digital Drive, Suite V  
Linthicum, MD 21090

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## SuperConference 2016 Charity Selection

Each year at SuperConference we select a charity local to the community we visit and raise awareness and money for their organization. If you've already attended a SuperConference, you've seen first-hand the incredible impact we have made.

We're excited to introduce you to our SuperConference 2016 Charity,

### K9S FOR WARRIORS

As a nation, we lose one veteran every hour to suicide - and to us that is unacceptable. K9s



For Warriors' unique program has had a 100 percent success rate in helping to reduce the suicide epidemic that exists among the veteran population. Many of our warriors come to them at rock bottom - living life angry, afraid, and with thoughts of suicide - but K9s lift them back up again.

K9s For Warriors has not lost a single program graduate to suicide, and they are determined, with the help of supporters like you, to continue with this rate of success.

### HISTORY OF K9S FOR WARRIORS

K9s For Warriors was founded in 2011 by Shari Duval after she and her family experienced, first-hand, the effects of Post-traumatic Stress Disorder, or PTSD. Her son Brett, a veteran K9 police officer, worked as a contractor for the Department of the Army as a bomb dog handler. After two tours in Iraq, he came home a different man.

Because of this experience with Brett, Shari began researching canine assistance as a treatment for PTSD. Shari soon decided that the best way she could help her son and the deserving warriors who return home with PTSD was to start a non-profit organization that focused on training canines and pairing them with warriors. She believed this organization would provide a way for warriors to better adjust to civilian life after war - and she was right. Brett, with his service dog Reagan by his side, is now the director of K9 operations.

Shari's initial hope was to pair 12 warrior/canine teams per year. With the help of our donors, we have exceeded Shari's original goal and are proud to say we have graduated 178 warrior/canine teams!



### THE K9S FOR WARRIORS PROGRAM

K9s For Warriors believes its program is unique in two very specific ways. One: 95 percent of the dogs in their program come from rescue shelters or are owner-surrendered; and two: their warriors go through a three-week, in-house program with their new service dog.

During the warriors' three-week stay at the brand-new, state-of-the-art facility in Ponte Vedra, FL, K9s For Warriors provides a trained service K9, meals, equipment, veterinary care, 120 hours of training with their new service K9 and a family-type atmosphere which provides essential, peer-to-peer support during the three-week stay. All of this is provided at absolutely no cost to the warrior. **Call Helen to make a donation today! 888-471-5800 ext. 9127**