

# ShopTalk



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## January 2016

Upcoming Classes:

### Shop Owner

#### *Leadership Mastery*

Jan. 6, 7 & 8 | Feb. 17, 18 & 19  
Mar. 9, 10 & 11

#### *Staffing & Hiring*

Jan. 14 & 15 | Mar. 7 & 8

#### *Align Your Shop for Profit*

Jan. 27, 28 & 29 | Feb. 10, 11 & 12  
Mar. 2, 3 & 4

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

Feb. 3, 4 & 5

#### *Succession Planning*

Feb. 17, 18 & 19

### Service Advisor

#### *Advanced Sales Service Advisor*

Jan. 18 & 19

#### *The Role of the Service Advisor*

Jan. 25 & 26 | Feb. 15 & 16  
Mar. 7 & 8

#### *ATI's 7 Step Sales Process*

Feb. 1 & 2 | Feb 29 & Mar. 1 | Mar. 24 & 25

#### *The Role of the Service Advisor - W. C.*

Feb. 4 & 5

#### *Service Manager Course*

Feb. 22 & 23

#### *ATI's 7 Step Sales Process - W. C.*

Feb. 25 & 26

### Collision

#### *Leadership Mastery*

Jan. 6, 7 & 8 | Mar. 9, 10 & 11

#### *Staffing & Hiring*

Jan. 14 & 15

#### *Collision Repair Production*

Jan. 25 & 26 | Feb. 8 & 9

#### *Keys to a Successful Collision Business*

Feb. 10, 11 & 12 | Mar. 2, 3 & 4

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

Feb. 3, 4 & 5

#### *Collision Estimating & Sales 1*

Feb. 29 & Mar. 1

## Top Shop Quest for Excellence 2015

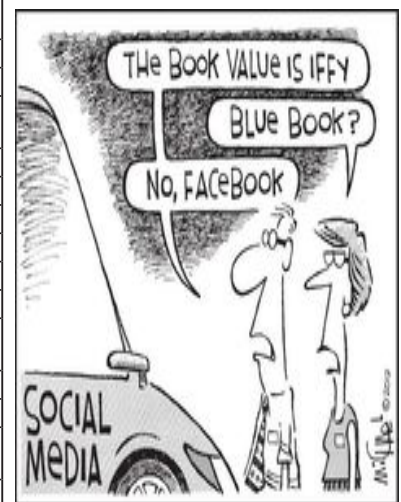
### Round 1 Top Shops

AAA Complete Automotive Repair	Ottavio Dattolo	Mount Prospect, IL
AASTRO Transmission & Auto Repair	Jim Marshall	Tucson, AZ
Accurate Automotive	Lee & Kelli Weatherby	Mesa, AZ
AG Diesel	Cameron Tormanen	Portland, OR
All Around Auto Care	Skeet & Jill Hartman	Westminster, CO
All Time Gas & Diesel Repair, Inc.	Bill Maggard	Glendora, CA
American Import Auto, Inc.	Jeff & Donna Hazeltine	Venice, FL
Anytime Road Service & Repair	Brian & Leann Pender	Beaver, UT
Auburn Foreign Car Repair	Greg & Julia Hochhalter	Auburn, WA
Auto Check	Jim Manouchehri	Missouri City, TX
Auto Check 9	Matthew & Mina Roayae	Houston, TX
Auto Europa	Andrew & Kacee Farrar	Naples, FL
Auto Stop 1	Tom Lapham	Arlington, VA
Auto Tech	Troy Love	San Ramon, CA
Ayers Automotive Repair	Robert & Nikki Ayers	Santa Barbara, CA
Babcock Auto Care, LLC	Jeremy & Jeana Babcock	Rochester, MN
Beck Automotive	Ben Briggeman	Franklin, IN
Bennett's Automotive	James & Leigh Bennett	Smyrna, TN
BG Automotive Inc.	Bryan & Cendi Gossel	Fort Collins, CO
Bimmerworks Ltd.	Steve & Ginny Snow	West Chester, PA
BMW Excluservice	Stephane Grabina	Rockville, MD
Bob's Auto Service	Bob Gemmill	Dundalk, MD
Bradham Automotive	John & Claudia Crowder	Alexandria, VA
Bransfield Motor Co	John Eichler Jr	Reisterstown, MD
Brazelton Auto Care LLC	Lewis Brazelton	Houston, TX
Brown Motor Works	Keith & Rebecca Huggins	Columbia, SC
C & M Auto Service	Craig & Monica Courtney	Morgan Hill, CA
Campus Automotive Campus Exxon	Matt & Jessica McMurray	Blacksburg, VA
Carbondale Car Care, Inc.	James & Mary Wheeler	Carbondale, CO
Cardinal Plaza Shell	Scott & MaryBeth Brown	Springfield, VA
Carmine's Import Service	Carmine Cupani	Kernersville, NC
Caton Auto	Ken & Diane Steinbach	Catonsville, MD
Centerville Service Center, Inc.	Ben & Sharon Forshee	Centerville, OH
Check's Muffler Center	Greg & Cheryl Karr	Stevens Point, WI
Community Car Care	Scott & Debbie Fleckinger	Alexandria, KY
Conant Automotive, Inc.	Joe & Erin Conant	Stoughton, WI
County Transmissions	Hampton Childs	Vienna, VA
Crabtree Automotive Inc.	Tim & Paula Connaghan	Albany, OR
D K Hardee Automotive	Keith & Melissa Hardee	Fayetteville, NC
Daves Ultimate Auto - Central	Dave & Ruth Erb	Austin, TX
D'Avico Auto Repair, Inc.	John & Rose D'Avico	Wayne, PA
De Pere Auto Center, Inc.	Steve Fiset	De Pere, WI
DeRosa Automotive Services	John Di-Rosa	North Vancouver, BC
Electric Laboratories, Inc.	Dennis & Patty Albrecht	Fresno, CA



Brian Stasch, ATI Vice President

Our coaches have been working diligently to identify their individual top clients, 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 2016, we will announce our Top 12 finalists representing the very best ATI shops in North America.



## Round 1 Top Shops (continued)

Empire Imported Parts & Service	Ken & Carol Moore	Winter Haven, FL
Escondido German Auto	Dustin & Mindy Michael	Escondido, CA
European Auto Solutions	Tim Allen, Ed Owen, Scott Penney	Waltham, MA
Express Auto Service-Fredericksburg	Daniel Ritchie	Fredericksburg, VA
Farmington Motor Sports	Marjorie Lancaster	Farmington, CT
Ferber's Tire & Auto Service, Inc.	Robert & Brandee Ferber	Ashland, VA
Fifth Gear Automotive	Bill & Rhena Bernick & Rick & Nicole Jordan	Lewisville, TX
Fox Run Automotive	Michael DeFino	Bear, DE
Frank's Automotive	Nick Lettini	Sacramento, CA
Frank's Servicer	Frank Dischinger	Southampton, PA
G&C Chantilly	Greg & Christina Caldwell	Chantilly, VA
George's Sierra Shell	Doug & Linda Whiteman	Fontana, CA
German Auto Specialists	John Roberts & John Brownell	Plymouth Meeting, PA
German Auto Works	Steve Sanders	St Louis Park, MN
Gil's Garage	Mike Brewster	Burnt Hills, NY
GT Imports Limited	John & Elaine Teeter	Clemmons, NC
Haglin Automotive, Inc.	Dana & Judi Haglin	Boulder, CO
Hanover Lube & Brake Center, Inc.	Dean Wright	Hanover, MD
Hayes Automotive Inc.	David & Sherri Hayes	Longmont, CO
High-Tech Auto & Truck Center	Carl Kessler	Chantilly, VA
Hillmuth Certified Automotive - Columbia	Billy & Patty Hillmuth	Columbia, MD
Hillmuth Certified Automotive of Clarksville	Doug & Eileen Hillmuth	Clarksville, MD
Hillside Auto Repair	Dave & Zoie Carney	Torrance, CA
Hoffmann Automotive	Jeff & Sue Hoffmann	Davis, CA
Hogan & Sons, Inc. - Leesburg	John, Phil, & Susan Hogan	Leesburg, VA
Hogan & Sons, Inc. - Herndon	John, Phil, & Susan Hogan	Herndon, VA
Hollin Hall Automotive	Tom & Judi Harvey	Alexandria, VA
Hontech Automotive	Dave & Sue Newkirk	San Diego, CA
Integrity First Automotive	Damian & Jill Shaw	West Jordan, UT
J C's British & 4 x 4	Jeff Corwin	Englewood, CO
Japanese Auto Master, Inc.	Tom & Cynthia Potter	Virginia Beach, VA
Jay's Automotive	Jason & Amy Wood	Eaton, CO
Jeff's Automotive	Jeff Strausser	Easton, PA
Jim's Auto Clinic, LLC	Mark Greve	Cincinnati, OH
Joe's Alfas & Subaru	Joe & Carrie Brazil	Sacramento, CA
Joe's Garage, LLC	Darin & Lori David	Eugene, OR
Kelly Automotive #2	Kelly & Tiffiani Mullenaux	Gilbert, AZ
Ken's Automotive Transmissions	Mark & Donna Mead	Frederick, MD
Kleyn Mobile Repair, LLC	Joseph Kleyn	Jenison, MI
Krietz Auto Repair Inc.	Charlie & Kim Krietz	Frederick, MD
Kwik Kar Auto Service & Repair	Michael & Claudia Pugh	Arlington, TX
LA Truck Outfitters	Lynn & Cheri Johnson	Bossier City, LA
Lake Arbor Automotive & Truck	Dana Tepoel	Westminster, CO
Larry's Auto & Truck Repair	Larry & Brenda Mitton	Mississauga, ON
Len's Automotive	Ken Mattson	Bellevue, WA
Mac's Service Center, Inc.	Mac McManus	Ashland, VA
Matthey Automotive, Inc.	Judson & Christine Matthey	Collingswood, NJ
McDonnell's Automatic Transmission Specialists	Aden McDonnell	Livingston, MT
Medlock Gulf	Karl Jaegar	Decatur, GA
Meyers Auto Tech, Inc.	Scott & Jessica Meyers	Kennewick, WA
Midwest Performance Cars	Andy Bizub	Chicago, IL
Milstead Service Center LLC	Mark & Stephanie Milstead	Conroe, TX
Minh's Auto Care, LLC	Tam Truong	Brooklyn, NY

Murphy's Autocare	Dave & Jan Murphy	Beavercreek, OH
Norm the Tire Man	Rich Seals	Bentonville, AR
Odessa Diesel Repair	John & Carolyn Gittinger	Odessa, MO
Paul Campanella Auto & Tire Center	Paul & Karen Campanella	Wilmington, DE
Paul Campanella's Pike Creek Automotive	Anthony Campanella	Wilmington, DE
Penner's Tire & Auto, Inc.	Clarence & Carolyn Hoffman	York, NE
Performance Plus	Gred & Patti Budwine	Colorado Springs, CO
Plymouth Auto and Tire Center	Al & Danielle Torcini	Plymouth Meeting, PA
Precision Auto	Bud & Jackie Wildman	Germantown, MD
Procter Automotive	Jimmy Campbell	Abilene, TX
Quality Motors	Mike Leeches	Laguna Niguel, CA
Raceway Lube	Bob Garcia	Centennial, CO
Ray & Dana's Inman Auto Care	Dana & Yannet Perone	Colonia, NJ
Ray-A-Motive	Ray & Dawn Dunton	Bellflower, CA
Revolution Mercedes-Benz Specs	Matt Purselle	Decatur, GA
Rick and Ray's Auto Plaza	Ray Konderla & Rick Bradshaw	Fort Worth, TX
Robe Mans Auto Service	Eddie & Trish Cleveland	Birmingham, AL
Rocha's Automotive Inc.	Ken & Angie Rocha	Fortuna, CA
S & S Auto Repair	Steve & Melonie Smith	Chattanooga, TN
Sargeant Service Center	Mike Sargeant	St Augustine, FL
Schaumburg Automedics	John & Jeannie Jobst	Schaumburg, IL
Scott's Automotive	Manuel & Jennifer Scott	Forney, TX
Service First Automotive - Champions	Terral Hill	Spring, TX
Service First Automotive - Spring	Nathan Pruski	Houston, TX
Silver Lake Auto Center	Dan & Becky Garlock	Oconomowoc, WI
Skyline Automotive	Ben & Erin Nielsen	Falls Church, VA
Sloan's Automotive	Terry Sloan	Orlando, FL
Smiths Auto and Truck Service	Nick Torcini	Doylestown, PA
South Side Tire & Auto	Jeff & Onna Keeney	Frederick, MD
Sparks Computerized Car Care	John Eckrich	Muncie, IN
Stan's Auto Service	Sheldon & Pamela Barthloma	Loveland, CO
Statesboro Tire & Brake LLC	Lloyd & Roxanne Williams	Statesboro, GA
Steve's Auto Repair	ST Billingsley	Woodbridge, VA
Strictly Diesel	Dennis Schroeder	Phoenix, AZ
Superior Auto Service - Frederick	David Taggart	Frederick, MD
Taylor Company BMW	Bruce Taylor	Pomona, CA
Techway Automotive	Brian & Michelle Ordway	Dothan, AL
Tim's Automotive	Tim Roozenboom	Clackamas, OR
Tom Hodges Auto Sales & Service	Tom & Anne Hodges	Hollywood, MD
Tony and Sons	Corey & Donny Perhay	East Peoria, IL
Town & Country Auto Repair	Mark & Patty Carroll	Dayton, MD
Toy Doctor Inc.	Artie Kosack	Denver, CO
Triangle Motors	Tom & Jon Meacham	Frederick, MD
V & F Auto Inc.	Frank & Sheila Palange	Agawam, MA
Van Dam Auto & Truck Repair	Jim & Carolyn Van Dam	Mokena, IL
Village Automotive Center	Rich DiMartino	East Setauket, NY
Walt Eger's Service Center	Walt & Katherine Eger	Severn, MD
Ward Service	Jim & Melanie Ward	Monrovia, CA
Wastler Auto Service	Ken Wastler	Westminster, MD
Werner's Mercedes & BMW	Ron & Debbie Dreitzler	Salt Lake City, UT
West Town Monona Tire	Gary & Joann Pivotto	Madison, WI
Westlake Independent Service	Bruce Nation	Westlake Village, CA
Wilton Service Center	Mike Lindquist	Wilton, CT

# The Coach's Corner

## It's Not the 80s Anymore

### Out of Date Habit #3: We Don't Have to Check the Work. Our Techs Know How to Fix the Car!

*Geoff Berman*  
Coach/Instructor

The date is June 14, nineteen eighty something. It's a beautiful summer day and the shop is as busy as ever. We're turnin' and burnin'. Now you know it is important to do a good job and fix the vehicle right, and most of the time you do. The question is how do you know? It's likely you don't know. Not really. Did you do any type of CSI survey? Did you do any kind of follow-up call? Did you have the internet to look at reviews? The facts are that most of the time you just hoped and trusted that the vehicle was taken care of and met with the customer's standards, if you even thought about that sort of thing.

As I said in earlier articles in this series, customers are more informed and more demanding than ever. They expect the vehicle to be fixed right the first time. How have you changed over the years to provide that for the customer? It is not OK to simply say, "Bring it back and we'll take care of it." It was painful bringing it in the first time. Don't make me do it again!

#### Avoidance is the first step

The goal should always be no comebacks, but truthfully, that is unlikely to happen. This does not mean you shouldn't strive for zero and do all you can to get there, even if you never do. The only way to do this is to put a system in place that will catch all that can be caught before the customer arrives. In other words, avoid the comeback altogether.

#### The two types of comebacks

The comeback you are most familiar with is the external comeback. This is the vehicle that has left and the customer has informed you in some fashion that something was substandard with the repair or service, or something just went awry. The comeback I want to introduce you to, is the internal comeback. This is where we catch something before the customer does. This is equally important to pay attention to, and the shame of it is that not only do most shops not pay attention to it, they have no way of catching these internal comebacks to begin with.

#### Tracking is imperative

If you think about the comebacks you do have, you can probably put them all in three categories: parts failure, technician failure, and service provider failure. Would you say knowing which of these three was the root cause of the comeback is important? Would you say that viewing this information over time will help you see patterns that you can solve either through coaching your staff or coaching your parts vendor? How has going with your gut worked so far? Once it is clear that "this company's goal is zero comebacks," you must document when it does happen, especially if it is internal, no matter how small. It is the only way to eliminate them completely. You may have heard this somewhere before, but you can't manage it if you don't measure it!!

#### Inspect what you expect

Setting a zero comeback goal and tracking the results is important, but if you do not pay attention to the process and make sure that those that are responsible are held to the standard, you will eventually find yourself disappointed. You will one day ask to see the comeback log because there will be a comeback that concerns you, only to find there is no log, no one has been checking the vehicles, and the system you put in place is not being followed. I know you have been here before. We all have. If you make it important, they will too. Look at the log often, and talk to them about what you see. Never miss the chance to praise them. Show them how over time they have done an incredible job reducing the number of comebacks. Make them a part of the process and they will make a difference.

#### Who is ultimately responsible?

The obvious answer is the tech, right? Well that may be the obvious answer, but the correct answer is the service provider. I learned this lesson the hard way. One day after informing a customer their vehicle was completed, I was then asked, "Did you look the vehicle over yourself, Geoff?" "Of course," I said even though I had not. Why would I? The tech gave me the keys. He knew what to do. It's done. So when the customer picked it up and noticed that the tape residue was not cleaned off when he had specifically asked me to take care of that, he knew I had lied. I did not intentionally lie. I just did not see the need to verify. I trusted my tech. It was at this moment that I realized I am ultimately responsible for the finished product, not the tech. I learned I needed to trust but verify.

#### Here is what you will need for your system of oversight

- Set the standard and make it public. I suggest a goal of zero.
- A written process: This will articulate who is responsible, the steps they will take to make sure the vehicle is ready, and how they will document it.
- A comeback log: so you can track where the ball was dropped, by whom, and then coach them.
- Add this to your service provider checklist of things that need to be done by the end of every job so they do not forget, and you can measure that it was done.
- Look at the checklist and the comeback log daily. Make it part of your shop meetings and one-on-one's when appropriate. Feedback (praise and accountability) is essential.

If you need help getting started, email me at [gberman@autotraining.net](mailto:gberman@autotraining.net) and I will be happy to send you examples of all the tools you will need.





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## Sam's Corner

We are all very excited about our latest announcement here at ATI. As you journey forward as a business owner, you know that ATI is at your side. Now, we will always be within hand's reach! We are very proud to announce the general release of ATICConnect.

As the name suggests, our new app has been designed to connect you, our clients, with mission-critical information and each other - the two things every ATI client has come to understand as being vital to their success. Here's a link to the Quick Start Guide. [autotraining.net/pdf/ATICConnectQuickStartGuideClientsandAssociates.pdf](http://autotraining.net/pdf/ATICConnectQuickStartGuideClientsandAssociates.pdf)

**Here are the major features:** Client Portal & LMS: After you have registered, the app will know who you are, where your shop is located and all standings within the Re-Engineering or Alumni program - from program months to stats-at-a-glance to your current week's KPIs.

Workshops & Seminars: ATICConnect automatically displays events closest to you, as well as seats remaining and even driving distance to venue. You can also request to be enrolled for workshops from within the app.

**Client Classes:** See which classes are part of your LMS curriculum, as well as those you are currently enrolled in, those you have already taken - and sign up for new classes with just a tap. You can even see what is on the menu for the week you are attending class!

**ATI Network:** Easily locate and connect with other ATI client shops and owners wherever they are. Temporarily change your location so that others can still find you if you are on the road for conventions, trade shows or even vacations.

**My 20 Group:** Display members of any 20 Group(s) you are in. Text or email any other member, or even all members of a Group; very handy.

**Partners:** View a list of all approved partner vendors. Click on any listing to learn more about that partner and the products and services they provide.

**Vendor Spotlight:** Check this section for an expanded profile of an ATI partner - and special offers!

**News Desk/Menu:** Stay up to date with information and reminders about new classes and workshops, upcoming Teleseminars, published articles, news releases, newsletters, 20 Group news, Top Shop results and, of course, SuperConference!

**Questions:** Have a question for ATI? Get it answered quickly with the app.

**Chat:** The equivalent of a Facebook newsfeed, this allows you to post comments and photos for all other app users to see. NOTE: Windows users cannot post photos.

**Take A Poll:** This feature is used by your coaches and instructors to ask attendees questions during seminars, classes, 20 Group meetings and other events and gatherings.

**Class Instant Survey:** Let us know how we did after attending any seminar, class or 20 Group meeting.

If you have any questions or concerns, please feel free to contact Amy Fox, 8am - 5:30pm Eastern.

Phone: 301-575-9111 • Email: [afox@autotraining.net](mailto:afox@autotraining.net)

*C. L. Frederick*

