

# ShopTalk



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## March 2015

### In This Issue:

- Live From SuperConference 2015
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### Upcoming Classes:

#### Shop Owner

*Align Your Shop for Profit*

April 8, 9 & 10  
May 13, 14 & 15

*Advanced Management & Leadership*

April 15, 16 & 17

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

April 1, 2 & 3  
May 27, 28 & 29

*Succession Planning*

April 8, 9 & 10

#### Service Advisor

*ATI's 7 Step Sales Process-*

April 16 & 17- Sacramento  
May 4 & 5

*The Role of the Service Advisor*

April 13 & 14  
May 18 & 19

*The Role of the Service Advisor- tba*

May 7 & 8

*Advanced Sales*

April 23 & 24

#### Collision Course

*Collision Estimating & Sales - Damage Analysis*

May 4 & 5

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

April 1, 2 & 3

*Key to a Successful Collision Repair Business*

April 8, 9 & 10

*Advanced Management & Leadership*

April 15, 16 & 17

*Collision Repair Production*

April 27 & 28



## LIVE from SuperConference 2015!

ATI will broadcast **LIVE** from SuperConference 2015! And again this year, we'll have a chat system operating during the broadcasts. Join us AND fellow shop owners in real-time! The Live Broadcast Schedule is as follows:

**Thursday, March 12**

**8:00 a.m. - 9:05 a.m. PDT**

**SuperConference 2015 Welcome**



**Chris "Chubby" Frederick**  
CEO, Automotive Training Institute

### The Truth About Selling Your Business and Retiring in Style

Let's face it, most shop owners spend their lives building a business, but fail to prepare for a successful exit and retirement. The harsh reality is that it takes five to ten years to make it happen right.

Last year Chubby discussed safe-succession strategies and the basic process of starting your succession plan. This year Chubby goes in depth to give you real strategies you can take home to get started right away.

First, Chubby shares why most shop owners, their families, and their employees are at severe  
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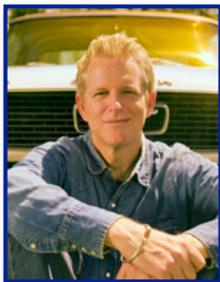
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financial risk, both now and especially during retirement; why transitioning your business to your children or a second-in-command usually fails; and why most shop owners get nowhere near what is expected or needed for their business when they try to sell.

Next, Chubby shares, with real-life ATI examples, why even if your business is ready for the transition you're probably not and why most owners end up blowing up the process because they're not emotionally ready for the change.

Finally, Chubby shares how to turn your years of investment IN your business into a winning retirement strategy so you can enjoy your retirement years OUT of your business with security and peace of mind. The Part II of Succession Planning is not to be missed.

## Friday, March 13 10:25 a.m. - 11:15 a.m. PDT



**Eric Noble**  
President,  
CARLAB Development LLC

### The Future of the Automobile - Do We Have a Role in It?

The rapid growth of worldwide technology advancements has brought exciting new automotive features that were once fantasy. In this fascinating presentation we will explore the forward evolution of automobile safety, consumer technology, and fuels. As the industry progresses toward the first driverless vehicles, we will contemplate the future of what we will drive (or how it will drive us), and what that means for the industry.

- Discover hints of how the growth of telematics will continue, and may present opportunities in both new and preowned cars and trucks.
- Learn the steps along the way to fully autonomous vehicles, and the terminology around that progression.
- Consider what the possible future of fuels looks like, and how regulation is and isn't driving those scenarios.

Leave inspired, informed and definitely not afraid of the chaos ahead!

## Saturday, March 14 8:55 a.m. - 9:55 a.m. PDT



**Bob Kelleher**  
CEO, The Employee Engagement Group

### Louder Than Words: 10 Practical Employee Engagement Steps That Drive Results

Learn the 10 essential steps of engagement that will transform your shop and its culture. "Louder Than Words" is a "call to arms" for leaders that engagement is a top priority which must stand the test of time, in both boom and recessionary times.

Bob reinforces the 10 key steps necessary to sustain an engaged culture, improve business results and maintain credibility with employees. Reinforcing that success involves the "mutual commitment" of both leadership and your team.

Engagement drives the highest level of results when it is individualized to each member and the entire team. Learn the best strategies and steps to create a culture of accountability and measurement. Equally important are the day-to-day practices and tools to reinforce and reward the desired behavior. By following Bob's 10 steps, you too can grow a more successful motivated and innovative culture.

## Saturday, March 14 8:00 p.m. - 10:30 p.m. PDT

### Live from the SuperConference 2015 Awards Banquet!

ATI is proud to present awards which acknowledge the efforts and courage clients have demonstrated in making the necessary changes to their businesses, maintaining what has been built and ensuring continued growth.

ATI's Re-Engineering clients are competing for Best Service Sales, Most Improved Service Sales, Best Tire Sales, Most Improved Tire Sales, Best Gross Profit Margin and Most Improved Gross Profit Margin.

In the Alumni category, we'll tip our hats to two groups of high-achievers - above and below 750K/yr - with awards for Best Service Sales, Best Tire Sales and Best Gross Profit Margin. 20 Group awards will include Best Gross Profit 20 Group, Most Improved Gross Profit 20 Group, Best 20 Group Member and 20 Group Loyalty & Commitment Award. And, of course, The Top 12 Shops and Top Shop Awards Recipients will be named!

Finally, ATI Vice President Bryan Stasch will announce ATI's Humanitarian Of The Year - that shop owner being selected by his or her peers as making an outstanding contribution to the world by giving both their time and their hearts to those less fortunate.

Be sure to stay tuned to our live stream as we round out the evening by presenting SurperConference 2015's super-secret entertainment act.



## Sam's Corner

### 2014 ATI Industry Award Winning Clients

We are pleased to announce our ATI client's achievements and awards as shown in Ratchet+Wrench and Motor Age. Everyone at ATI wishes a big congratulations to them all.

#### Ratchet+Wrench All-Star Award as Nation's Top Auto Service Executive Goes to Frank Palange, V and F Auto

Nicole Palange, the director of business operations and marketing, explained that Frank was one of the hardest-working people she has ever known. Frank has built V and F into a three-segment auto business (they also have a separate parts store and auto sales location) that is on pace to top 1.8 million in service revenue alone in 2014. The nine-person shop has a 25 percent net operating profit margin and has experienced substantial growth during what has been a downtime in his local market.

#### Motor Age Top Ten Shop Winners Are 60 percent ATI Alumni

##### George's Sierra Shell — Doug Whiteman, Owner

The staff and family at Doug's shop climbed into the overall winner's place in the 2014 Top Shop Contest. The shop experienced more than a 20 percent increase in sales in 2014 over 2013. One big boost in sales came from his Peak Performers 20 Group, where he worked out the idea to implement a phone room at his office. Doug's management developed six call scripts and charged the call center personnel with making 100 calls per day.

##### Haglin Automotive — Dana and Judi Haglin, Owners

The 2013 Motor Age overall winner wins again as one of the top Motor Age shops in North America. With 10 employees, five techs, 33 years in business, averaging 80 vehicles a week, the Haglin Automotive team is extremely passionate about the business. Judi also leads "The Leading Ladies," ATI's first all-woman 20 Group. One of the Haglins' longest projects has been a succession plan where they work on the business versus in the business. They have been working on this for two years, listing all the jobs they do and delegating them to their team one by one.

##### Lake Arbor Automotive and Truck — Dana TePoel, Owner

Dana is located in Westminster, Colorado, and has been in business

for 22 years. He has six techs, 11 employees, 11 bays, and averages 136 vehicles per week. Dana incorporates the "do the right thing" attitude and its Whenever Warranty. If the customer brings a vehicle under warranty to them with issues, the shop will offer to take it to the nearest dealership and bring it back at no additional cost.

##### RM Automotive — Reed Galloway and Mike Wright, Owners

RM is located in Northridge, California, and has been in business 14 years. They have three techs, five employees, and average 40 vehicles a week. They specialize in Japanese makes and spend their time handling the business affairs of the shop. Over time they have built relationships with the customers' families by going to dinner with some and becoming friends. Reed and Mike are big on the 30-point complimentary inspections, and they offer free loaner cars to customers staying longer than a day.

##### Victory Auto Service and Glass — Jeff Matt, Owner

Jeff is a previous ATI client with six locations, 14 years in business, 19 technicians, 37 employees, and averages 319 vehicles a week. Opening one repair shop can be intimidating. Going from one location to two is even bigger. Matt says in some ways, growing the number of locations is kind of like being a parent — you don't know what to expect. Matt and company also make use of YouTube to train their customers with simple how-to videos that show customers how to do basics they might be too embarrassed to ask how to perform.

##### Zimmerman's Automotive — Judy Zimmerman-Walter and Jay and Paul Zimmerman, Owners

In business for 56 years in Mechanicsburg, Pennsylvania, the Zimmermans have nine technicians, 26 employees, 12 bays, and average 305 cars a week. Judy has been big on making the business more woman-friendly, concentrating on decorations at Christmas, clean restrooms and waiting rooms, even burning candles when things get a little too smelly. They built a quick lube facility that is cutting edge and is very convenient for the customers. They generate more than half of their income from car sales and their philosophy is we don't work on vehicles, we serve the vehicles' families.

*C. L. Frederick*

—Chubby



## The Coach's Corner

### Are Your Customers Angry?

Don Walter, Sr., ATI Coach

Are you doing everything you can to make sure your customers have a great experience and leave happy? I read somewhere that the American Customer Satisfaction Index shows a continuing decline in consumers' happiness with the goods and services they are receiving.

I find that the older I get, the less patience I have. I don't have the time to research to find out the best business to use. I do the next best thing: I ask people who I trust who they recommend. It's funny, I was getting my wife's windshield repaired on a Saturday, and as I was sitting in the waiting room I read a sign they had posted which stated: THE DELIGHTED EXPERIENCE — a delighted customer will recommend two to three times as many customers as a satisfied customer. I started thinking how powerful that statement was. A satisfied customer got just what she or he paid for, nothing more nothing less, but THE DELIGHTED CUSTOMER got more than he or she paid for. Let me say that with just a little attention to detail in a business, you can turn that angry customer into your number one cheerleader. *(continued...)*



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Here are a couple of ways that we can do a much better job with customer service, and hopefully deliver that DELIGHTED EXPERIENCE. How great would it be if you just had one customer a day recommend your services to someone new!

1. **Communication:** Hearing and listening are two different things. I believe most businesses make customers angry by not listening to what they want. Take the time to listen to the customer's complaint, repeat it back to them to make sure we agree. Customers get angry when we don't pay attention.
2. **Responsibility sharing:** Take responsibility for getting the job done right. Please don't make excuses why we can't address their needs; I call it airing out your dirty laundry. For example, "I'm shorthanded today" or "A guy just went home sick." Customers don't care about our problems, they just want service. Customers get angry when you waste their time and don't have the answers they want.
3. **Employee performance:** Do you know how your employees represent your company? First impressions are everything, from when the customer pulls onto our parking lots, walks up to our front doors, to our showrooms and our front counter. Then when your employee opens his or her mouth how do you think it goes? Customers get angry when employees do not work like they respect the company they work for.
4. **Using your HEAD:** When was the last time you heard someone say "Use your head"? Using your HEAD means to use your brain and think for yourself. Customers just want an easy answer to their problems and they need you to provide that answer as quickly as possible. Most employees have gone through a training program and learned the basics, but when it comes to applying them to real-life situations, they get stumped. Customers get angry when employees aren't problem solvers.
5. **KIND:** A simple four-letter word that keeps customers coming back. If I had a choice of what one word I would want to describe my employees, I think I would want it to be KIND. A kind employee treats a customer the way they would want to be treated, they satisfy their customer, they understand, they smile and they know how to develop a relationship by being KIND. Customers get angry when employees are less than KIND.
6. **Up-to-date:** Are you up-to-date in how you run your business? Many assumptions a customer makes about a business have to do with first impressions. Those first impressions can be based on your advertising, your website, your building, and even the look and dress of your employees. Right or wrong, people make assumptions.

So it's easy for us to say that customers are just angry. But did we do everything in our power to DELIGHT that customer, or did we just do just what we needed to do? I like to ask what makes you different from all the other shops in your area. Why would I buy from you? Could you use one more customer a day? Who did you DELIGHT today? Just remember: the faster our pace of life gets, the less patience we have with people in general.

