

ShopTalk

ATI
Automotive
Training Institute

www.autotraining.net

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UPCOMING CLASSES

December

- 1 Shop Owners Course Part 2 - Advanced Management and Leadership
- 1 Collision Owners Course Part 2 - Advanced Management and Leadership
- 4, 5 Service Advisor Part 1 - The Role of the Service Advisor
- 4, 5 Collision Repair Estimating and Sales Course Part 2
- 6, 7, 8 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 11, 12 Service Advisor Course Part 2 - ATI's 7 Step Process
- 13, 14, 15 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
- 13, 14, 15 Collision Owners Course Part 3 - A.B.M. Always Be Marketing

January

- 3, 4, 5 Shop Owners Course Part 2 - Advanced Management and Leadership
- 3, 4, 5 Collision Owners Course Part 2 - Advanced Management and Leadership
- 4, 5 Service Advisor Part 1 - The Role of the Service Advisor
- 8, 9 Collision Production Course
- 10, 11, 12 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 10, 11, 12 Collision Owners Course Part 1 - Keys to a Successful Collision Repair Business
- 17, 18, 19 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
- 17, 18, 19 Collision Owners Course Part 3 - A.B.M. Always Be Marketing
- 18, 19 MasterMind - tba
- 18, 19 Service Advisor Course Part 2 - ATI's 7 Step Process
- 22, 23 Service Advisor - Advanced Sales
- 29, 30 Collision Repair Estimating and Sales Course Part 1
- 31, Feb 1, 2 Shop Owners Course Part 5 - Succession Planning
- 31, Feb 1, 2 Collision Owners Course Part 5 - Succession Planning

February

- 1, 2 Shop Owners Course Part 5 - Succession Planning
- 1, 2 Collision Owners Course Part 5 - Succession Planning
- 1, 2 California Service Advisor Course Part 1 - The Role of the Service Advisor
- 7, 8, 9 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 8, 9 Shop Owner Course Part 4 - Staffing and Hiring
- 8, 9 Collision Owners Course Part 4 - Staffing and Hiring
- 12, 13 Service Advisor Part 1 - The Role of the Service Advisor
- 14, 15, 16 Shop Owners Course Part 2 - Advanced Management and Leadership
- 14, 15, 16 Collision Owners Course Part 2 - Advanced Management and Leadership
- 15, 16 20 Group - Future Owners - Headquarters
- 15, 16 20 Group - Second In Command - Headquarters
- 19, 20 Peak Performers - tba
- 19, 20 Service Advisor - Service Manager
- 21, 22, 23 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
- 21, 22, 23 Collision Owners Course Part 3 - A.B.M. Always Be Marketing
- 22, 23 California Service Advisor Course Part 2 - ATI's 7 Step Process
- 26, 27 Collision Repair Estimating and Sales Course Part 2
- 26, 27 Service Advisor Course Part 2 - ATI's 7 Step Process
- 26, 27 20 Group - Profiteers - ATI Headquarters



The Answer to Your Car Count Question

By Eric M. Twiggs, ATI Coach

“Success doesn't necessarily come from breakthrough innovation but from flawless execution.” -Naveen Jain

“What can I do to get more cars?” asked “Mark,” an ATI member who was experiencing the winter blues. He was averaging **\$3900 in weekly mechanical sales and 13 cars.**

It was hard to understand why car count was an issue because Mark has 150 Google reviews with a 4.8-star average! He has a great-looking website and appears on the first page whenever you search the high-traffic key words on Google.

Mark also has a series of commercials that play on the local cable stations that his customers always mention seeing. Since Mark [records all of his incoming phone calls](#), I asked him to send me some recordings, to see what I could learn.

He sent over three recordings of his service advisor named “Tom.” On each call, Tom failed to invite the customer to the location, and had a tone of voice that would **cure your insomnia**. At night, you could play these recordings and immediately fall asleep!

We decided to switch things up by giving his other service advisor named “Dave” responsibility over the phones, since he had an energetic personality and tone of voice. Tom was only allowed to answer the phones when Dave was unavailable, and only to get the customer's name and phone number for Dave to do the call back.

This minor change had a major impact. **The following weeks, the shop's sales improved to a \$9500 weekly average on 20 cars!** According to Mark, the only thing he's doing differently is having Dave answer the phones.

This proves that executing the phone process is the answer to your car count question. I know what you're thinking: “Cute story, Coach, but what do Tom's phone failures have to do with me?”

Well, based on the data that has been gathered from service advisor trainer Randy Somers, there's **a 96 percent chance that you have a phone execution issue.** He's phone shopped over 1400 locations and only 64 (4 percent) invited the customer to the shop.

96 percent of these shops failed to execute the phone process. So how can you leverage the phones to answer the car count question? Stay with me and I will explain.



Hear Them Smile

One of my fellow coaches named Ray used to work for the Midas Corporation 20 years ago.

He told me that each location had mirrors connected to the counter that were labeled with the following words: **“How Am I Doing?”**

My initial thought was that the Midas service writers had a serious vanity issue and needed to **check their ego at the door!** But Ray assured me that the mirrors had everything to do with the Midas customer service culture.

Their writers were trained to smile whenever they were on the phone. The mirror served as their monitor to make sure they were executing their phone process with a smile. Smiling on the phone was so ingrained into the Midas culture that failing to do so was a terminable offense!

Studies show that your voice conveys 84 percent of the message over the phone, with only 16 percent coming from the actual words you use. When you commit to executing the script with a smile, you send a positive message to your customer that can cause them to choose you over the frowning competitor.

Tom's tone would make you snore, but a smile can get the customers to your door. When you listen to your writer's phone calls, do you hear them smile?



Ask for the Appointment

If your advertising budget has increased, but your car count has decreased, the natural tendency is to blame your advertising. The purpose of your advertising is to get the phone to ring. **Therefore, the purpose of the phone call is to invite the customer to the shop.**

According to research done by author and sales guru Kenneth Polino, a customer with an appointment is three times more likely to come in and make a purchase, than one without an appointment. As we saw with Mark's shop and Randy's study, the most common problem is the failure to ask.

I've discovered that the **desire to diagnose** is a leading cause of the failure to ask. Imagine having a toothache and calling your dentist to find out why. He probably wouldn't say: “Sounds like you need a root canal which is \$900!”

As much as he wants to help you over the phone, **his priority would be to make you an appointment** so he can see the problem and then make an accurate diagnosis.

Here's the big takeaway that will help you overcome the desire to diagnose: **The best way to help your phone customer is to set him up with an appointment to visit you.** Asking for the appointment will put you in the top 4 percent of shops in America.

Conclusion

So, there you have it. If they can hear you smile and you ask for an appointment so an accurate diagnosis can be made, you will have answered the car count question. What minor changes do you need to make to your phone process, to have a major impact in 2018?

PS: We have a new and improved phone script to help you answer the car count question.
Email etwigg@autotraining.net and I will send it to you.



The Coach's Corner By Kim Hickey, ATI Coach

Gifts for Shelter Dogs

Toys for Tots, Salvation Army bell ringers, Angel Gift Trees, etc. are not your only options for holiday collections. You can offer an alternative to the more traditional holiday collections. I have attached a list that my vet hands out this time of year. There are a lot of animal lovers out there, and I'm sure there are many in your customer database.

We have a melting pot of many different belief systems in our communities, not necessarily having anything to do with religion. Some people want to do something to feel like they are giving back, but don't necessarily want to participate in toy drives and similar things that may feel like they are giving "handouts." Some people just don't like people. Animals are pretty universal. Whether your customers bring in items for the shelter or not, you will still be raising awareness. To be honest, until I saw this the first time, it never even dawned on me that animal shelters needed these types of items. Another upside to this type of collection is that your customers can purchase many of the items at the Dollar Store, so it is an inexpensive way for them to contribute and "give back."

If you wanted to, you could offer some type of discount on services if customers bring in an item. A car wash or vacuum, a windshield coating or ... (If they travel with their pets, cabin air filters are an easy upsell!) One of the benefits to rewarding your customers with something like a windshield coating (like Rain-X or Aquapel) is that if they like it, they will return to you to purchase that service when it needs to be reapplied (be sure to give them an invoice for the service with a recommendation on what date to have it performed again).

This type of thing is perfect for email blasts, posting on Facebook and other social media. I am a dog person, but I am sure that cats, llamas, gerbils, etc. need supplies as well. You can call your local shelter and ask what they need. Be sure to let the shelter know what you are doing and ask them to send out an email blast to the people in their database, as well as make postings to their social media sites telling everyone about what you are doing for their shelter. Don't forget to take pictures! Take pictures of your customers dropping off items, take pictures at the shelter when you deliver the items. Photos of this kind are social media gold! Be sure to get permission from the parties involved before posting them. Take flattering photos so the people in them tag other people and share the photos. When you are making Google+ postings in regard to this, determine the most popular searches regarding animals in your area and use those words in your postings (if you don't know how to do this, visit our Teleseminar Library and watch the SEO webinars). As part of this animal awareness/

collection campaign make daily posts about things that affect animals this time of year, for example, what kind of holiday table foods are unsafe for them to eat, what temperature stops being safe for your pets to be outside, etc.

Last but not least, just a reminder that you can host and promote this any time of the year.



Gifts for Shelter Dogs

- Adopt A Dog! (contact your local shelter)
- Dry or Canned Dog or Puppy Food
- Dog Biscuits/Treats (no dyes please)
- Washable Dog Toys
- Dog Beds
- Blankets, towels, Bath Mats (used and clean is fine)
- Flea and Tick Prevention (Frontline®, Revolution®, etc.)
- Rolling Kennels
- Collapsible Dog Crates
- Baby Gates
- Strong Leashes
- Grooming Supplies: scissors, brushes, shampoo
- Gift Cards (used for supplies and raffles)
- Medical Supplies (exam gloves, cotton balls, Q-tips, gauze squares, Neosporin®, hydrogen peroxide, adhesive tape)
- Cleaning Supplies (paper towels, isopropyl alcohol, trash bags)

Please Return Gifts to the Oro Valley Library By Dec. 31st.

Gifts will benefit the Humane Society, Pima Animal Care Center and other local shelters.





Congratulations to George Zeeks



ATI would like to recognize George Zeeks for receiving the 2017 Above and Beyond Ratchet+Wrench Award.

Sifting through the nearly dozen nominations Zeeks received for the 2017 Ratchet+Wrench All-Star Awards, one theme is abundantly clear: There's almost nothing he won't do to go above and beyond for his clients in his role as a director of client fulfillment for the Automotive Training Institute (ATI).

When Zeeks joined ATI in 2004, he had never turned a wrench in his life. So, he spent a lot of time taking as many classes as he possibly could, eventually getting ASE certifications and L1 advanced engine performance certification. He calls it a "self-defense tactic," meaning that he could ask or answer any questions a tech would have for him.

And to better serve his clients, he became a certified life coach through leadership guru John C. Maxwell (author of "The 21 Irrefutable Laws of Leadership"), which led to a goal of getting every ATI coach to become life coach certified.

In his role as a coach, he is part mentor, part trainer, part tell-it-like-it-is advisor and—most importantly—part friend.

Beth Ammazalorso, owner of Sunny Sunoco in Margate City, NJ, turned to Zeeks who guided her in a time when she had to take on more responsibility and later helping her turn her business around for the better.

Donna Mead, owner of Ken's Automotive & Transmissions in Frederick, Maryland, writes, "He taught us how to give back to the community, how to make an impact in the automotive industry by joining groups that advocate for the automotive industry."

In addition to helping clients on a one-on-one level, Zeeks has also found ways to help the industry as a whole. In a collaborative effort with colleagues, he helped create online videos that take a presentation on a certain topic and break it down to its key elements. He eventually created ATI's YouTube channel in which these lessons would be distributed. He is also the facilitator of Leading Ladies, the only all-female 20 Group in the industry.

And while having to tell clients the tough truths about their businesses can be difficult, the reward he finds in that is priceless.

"When you get a phone call from a husband or a wife and they're like, 'You know, you saved my marriage, you saved our business, you saved our family,' I mean, that is just huge," he says.

"Driving Change" Podcast *By Geoff Berman, ATI Coach*



Hear shop owners talk about their AH-HA moments and tell their stories of change. Introducing the latest ATI innovation "Driving Change." This is a podcast we created to improve our members' experience and further assist with their growth. Each week I will be interviewing a client about something they are passionate about. We have a great start with several clients that have already stepped up and shared their stories. Will you be next? What wisdom and experience do you have to share? If you have a burning desire, and a great story to tell (and I know you do), we want you on the program. Please email me at podcast@autotraining.net to set up your personal interview.

Please go to <http://drivingchangeatati.podbean.com/> to listen to the podcasts already there. Be sure to download the app and subscribe so you will be notified when new podcasts are added. Don't forget to leave a comment if you liked it. Share it with a fellow shop owner or just a friend.



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Stay In Touch With The New ATI Connect App!



Please be sure to check out the exciting new feature of your ATI Connect App!

With a tap on your phone screen you can now view the most current class schedule, check for class availability and register for classes! Class registration has never been easier!

**Questions: Contact Amy Fox at
301-575-9111 or afox@autotraining.net**

