

# ShopTalk

**ATI**  
Automotive  
Training Institute

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## UPCOMING CLASSES

### 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

## SUCCESS



## How to Make 2018 Your Best Year Ever

By Eric M. Twiggs, ATI Coach

“**Action is the foundational key to all success.**”  
-Pablo Picasso

The following statement will get me in trouble with ATI Instructor Randy Somers, but here it is: **I have a problem with the goal poster.** As I share my black Friday experience, you'll understand why.

On black Friday I went to the shopping mall. **My goal** was to enter through the automatic doors at the main entrance. I conducted an experiment to see what I could do to get the doors to open for me. First, I sat in the parking lot, closed my eyes, and imagined the doors opening. **It didn't work.**

Next, I got out of the car, walked up to the main entrance and just stood there. I repeated positive affirmations like “The door will open for me,” and “I'm in the mall already.” **It didn't work.**

From there, I pulled out my smart phone, accessed my goal poster app and added a picture of the open doors. No matter how long I stared at my poster, **it didn't work.** Finally, **since what I was doing wasn't working, I changed my approach.** (Hint, Hint)

**I moved forward in the direction of the door, and then it opened.** So, what does this have to do with you and your shop?

Your goals are like the automatic doors. **You won't get to where you want to be until you start moving toward them.** When you view your goals, does it feel like you're on the wrong side of the door?

This is why **I have a problem with the goal poster.**

I believe that this goal poster lulls you into a false sense of security. It leads you to believe that all you have to do is cut out cute pictures of the things you want, and they will magically appear in your life.

For example, if you picture a stack of money, the money will magically appear in your account. If you picture an exotic vacation, you'll wake up tomorrow morning in Aruba.

Here's the hard truth about goal posters: **If you create a poster, without the commitment to take the required actions, your poster is just a picture of all the things you won't have!** Without action, you won't have the stack of money. Without action, you'll still be in Augusta, instead of Aruba.

Now, I do believe the goal poster can be effective, **if you're committed to taking the necessary level of action.** So how can you set goals in a way that inspires you to move in their direction? Keep reading, because implementing these strategies **can make 2018 your best year ever.**



## Fast Forward to the Future

In his book, “**The 7 Habits of Highly Effective People**,” Dr. Stephen Covey coined the following phrase: “Begin with the end in mind.” This represents habit #2 of the seven habits and it refers to the idea of having a clear vision of what you want.

This is great advice, but the challenge is that we tend to become detached from goals that are off in the distant future. A distant desire will lack the emotion that drives you into action. Therefore, you must **fast forward to your future.**

Imagine that it's December of 2018 and you are talking to yourself. You say, “Self, this has been the best year ever!” **What three to five specific things would need to happen for you to feel this way?** These items would represent your goals for 2018.

Next, ask yourself why you want these goals. **Don't stop asking why until you get down to how it will make you feel.** For example, your goal of paying down the line of credit will give you a feeling of freedom.

Your goal of \$2 million in sales will give you a feeling of security. Becoming a Top Shop will give you a feeling of accomplishment. These feelings are what will inspire you to act. **You can connect to this feeling by fast forwarding to your future.**



## Focus on the Process

At this point, you've imagined yourself in the future state, asked why you want your goal, and drilled down to the feeling behind the goal. So now you're ready to have your best year ever, right? Wrong!

Stopping at this step is like standing in front of the automatic doors waiting for them to open! **Next you must focus on the process.** I recommend focusing more of your attention on the process than on the outcome.

For example, if your 2018 goal is to hire a general manager, **focus on the process of interviewing at least one person per week.** If your goal is to improve your Average Repair Order by \$100, **focus on the process of doing the daily repair order audits.**

If your goal is to improve your car count by 25 percent, **focus on the process of updating your marketing calendar with the daily, weekly, monthly, and quarterly activities that will get you there!**

Please understand that focusing on the process doesn't guarantee that you will achieve greatness in 2018. It's a risk. I GET IT. **However, since it's impossible to become great without focusing on the process, the risk is worth it!**

## Conclusion

**So, there you have it. If you fast forward to your future, and focus on the process, you can make 2018 your best year ever. When it comes to your goals, which side of the door are you on?**

Eric M. Twiggs

The Accountability Coach

[www.autotraining.net](http://www.autotraining.net)

**PS. Looking for a tool to help you set goals that inspire you to take the required actions? Email [etwiggs@autotraining.net](mailto:etwiggs@autotraining.net) to receive your 2018 Goal Setting Worksheet.**

### The Three Managers You Need to Run Your Shop, All in One Person



At SuperConference George will show you how to get the shop you have always wanted! I get it. You started this business and grew it all by yourself. Now you want to have time off, some time for yourself and your family. Who can you trust to run your baby? It's an incredibly hard decision and this won't make it any easier. Keep in mind that every coach at ATI never ran a shop with the owner present. It's just not the way we do things. You pay the manager very good money to run your shop and you shouldn't have to be there. If you want time off. If you want to have a shop running so that you don't have to be there. Then you need these three managers, all wrapped into one to give you the best results.

**The Retail Manager.** This is the easiest and most routine manager you can have. There is not a lot of creativity needed here. Just an attention to detail and keeping the basics in mind. The biggest issue is that many of you haven't trained your manager to do these things because they are too basic and you assume they will know what to do. Nothing is too basic. Come to the Round Table and learn what your manager needs to know to get the right things done and keep them that way.

**The Sales Manager.** This is the manager that can sell stuff. The basic principle of every business is that you have a product or service and you sell them to your customer. The **sales manager** must relate to your customers in the most basic way possible and relate why they need your goods or services. You need to build value in what you are going to do. You have to explain the pros and cons. You must cover, in detail, the features and benefits of what the repairs entail. The **sales manager** also manages the promises and the end result. The sales process doesn't end until the customer picks up the car and is happy. Anything else is a fraud and will cost you your future. Come to the Round Table to learn how to grow and support your **sales manager**. How to find the right fit for your shop and how to keep things growing.

**The Production Manager.** This is the next and most important step for you to have a shop that runs without you there. The manager that can drive production in addition to all of the other things is crucial to a profitable shop. Technicians love and hate a good **production manager**. This manager gets the most out of the crew. They are constantly checking on the crew. Did you get the parts you needed? Have we gotten the approval for the repairs? Is there anything that you are having a problem with? If any of the above things are going on, then we take a step back and evaluate where we are. It's one of the hardest jobs to fill, but it makes the difference between your time off or your time in the shop. Come to the Round Table and find out where the **production managers** are hiding. What tools do they need to run the shop? What do YOU have to do to help them do their best?

To some of you, this must sound like an impossible task. How can I find one person who can do all three things at one time? Especially, to do them the way I want them done. I will be honest. It can be hard. It takes time and patience. It takes commitment and an investment in the individual to help them reach the next level. It doesn't always work out, but every attempt makes you better prepared for the next one. Life isn't easy and running your own business is even harder. You need to face up to the fact that you have to grow others in order to be successful. That's what makes it all worthwhile.



Congratulations to a Ratchet & Wrench Award Winner!! Shop Worker Category  
*Daniel Garnica*

Ayers Automotive Repairs, Santa Barbara, CA

Daniel Garnica is the technician all shop owners dream about. As a team leader at Ayers Automotive Repairs, he is the fix-anything master technician with a heart of gold. When someone in the shop needs help, it's not enough for Daniel to fix the problem, he also helps them to understand what the problem was and how to spot it in the future. It's these characteristics that have helped him become the Shop Training Manager. His desire to help others extends to the customers as well. Education and training is a nonstop passion for Daniel. His desire to improve himself extends to all of his coworkers and even to the shop equipment and layout. In addition, he has been a driving force in helping the community. Through Ayers Automotive and Daniel's drive to help, they have done things such as Food Drives, and they work through area Independent Professionals Association events that Ayers Automotive is active in to raise money for families in the community.

Daniel's role as a Master Technician and Shop Training Manager, and his community involvement, should be enough to keep him busy. However, he is also taking management classes at the Automotive Training Institute to prepare him for the rest of his future. The Ayers have been a member with ATI since 2012.

Congratulations to Daniel Garnica and Ayers Automotive. When a man with this level of intelligence and drive meets a shop that is truly dedicated to helping to grow their staff, who knows how far they both can go.



Read the full article at Ratchet & Wrench:  
<https://www.ratchetandwrench.com/articles/5065-the-2017-ratchetwrench-all-star-awards-daniel-garnica>

# How to Turn Your Stumbling Block Into a Stepping Stone By Eric M. Twiggs, ATI Coach

"Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure."  
-Marianne Williamson



How do you turn a stumbling block into a stepping stone? Reflecting on this question reminded me of a story I read about in John Maxwell's book, "The Five Levels of Leadership." Maxwell writes about a young lawyer named Herb, who was new to the legal profession. In an effort to get up to speed, Herb studied two experienced attorneys to see what he could learn.

The first attorney displayed a dominant and aggressive style. Lawyer #1 always interrupted with objections, was confrontational with witnesses, and was very demanding when communicating with the jury. The second attorney was the complete opposite.

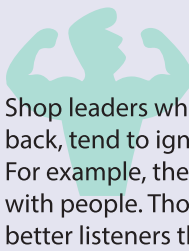
Lawyer #2 had a quiet and reserved demeanor. He rarely interrupted with objections, was respectful to witnesses, and never raised his voice as he made his arguments.

Which style was most the effective? It has to be option #1, right? If you agree, that makes us both wrong! **The two lawyers were equally effective!**

**Both lawyers produced the best results in their field by winning over 90 percent of the cases they tried!** Here's the takeaway: **Once you realize there's more than one way to win, you can turn a perceived stumbling block into a stepping stone.**

Have you ever made one of the following statements: "I don't have an automotive background"; "I don't have the personality to hold my employees accountable"; "I'm introverted and not good at networking."

Here's how the mind works: **Whatever you believe to be your stumbling block, will become your stumbling block!** Stay with me to learn two keys to turning **your perceived barriers into breakthroughs.**



## Play to Your Strengths

Shop leaders who believe their personality is holding them back, tend to ignore the advantages of their personal make-up. For example, the ability to listen is a critical skill when dealing with people. Those with an introverted personality tend to be better listeners than their more outgoing counterparts.

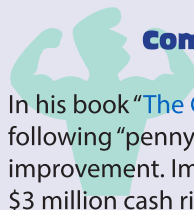
Effective listening builds trust and leads to better decision making. The one who does 80 percent of the talking in the conversation may miss out on critical information that could help close the sale or convert a potential customer.

Playing to your strengths will allow you to leverage **the power of authenticity.** Authentic individuals stay true to who they are,

and what they value. **Being yourself will cause you to stand out because most people are looking to fit in.** If you don't know your strong points, reviewing your most recent Wonderlic Test results is a great place to start.

The Wonderlic Test evaluates the following personality traits: emotional intensity, intuition, need for recognition, sensitivity, assertiveness, trust and exaggeration.

Pay special attention to page 9 of the report where the strengths of each trait are summarized. Doing more of what you're good at is the key to playing to your strengths.



## Commit to Daily Improvement

In his book "The Compound Effect," Darren Hardy uses the following "penny illustration" to show the impact of daily improvement. Imagine if you received a lump sum payment of \$3 million cash right now and I received a penny that doubled in value every day for 31 days.

Which one of us would finish the month with more money? During the first 20 days of our experiment, you would laugh at me because the value of the doubling penny would only total 5,243 dollars.

On day 29, you would still be ahead because I would have \$2.7 million in pennies compared to your \$3 million. On day 31, I would have you beat by **\$7 million with** a total of \$10,734, 418 in compounding pennies! My friend, you are worth more than a penny!

**Consider where you could be if you committed to doubling your value every day for the next 30 months!**

I have good news and bad news. **The bad news is that if you're not getting better, you're going backwards.** The good news is that today's technology makes it easier to get better. All of the teleseminars in our resource center can be saved to an MP3 file and listened to from your smart phone!

We also have several two-minute YouTube training videos that can be watched to help sharpen your skills. **Always remember that the training you don't download, won't help your quest for daily improvement!**

## SUMMARY

**Playing to your strengths and committing to daily improvement will help turn your stumbling block into a stepping stone. The young man I mentioned in the opening story is Herb Kelleher, who left the legal profession to become the CEO of Southwest Airlines. If you apply the lesson he learned, you will take flight toward your goals!**

**PS. Are your selling skills a stumbling block? Email [etwiggs@autotraining.net](mailto:etwiggs@autotraining.net) and I will send you ELEVEN training videos that will take your game to the next level!**





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## “Driving Change” Podcast *By Geoff Berman, ATI Coach*



Available on  
**Podbean**

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@auto-training.net](mailto:podcast@auto-training.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.