

# ShopTalk

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JUNE 2018

**ATI**  
Automotive  
Training Institute

## UPCOMING CLASSES

### JUNE

- 1 Service Advisor Part 1 - The Role of the Service Advisor
- 6, 7, 8 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 6, 7, 8 Collision Owners Course Part 1 - Keys to a Successful Collision Repair Business
- 11, 12 Service Manager
- 11, 12 Collision Repair Estimating and Sales Course Part 2
- 13, 14, 15 Shop Owners Course Part 5 - Succession Planning
- 13, 14, 15 Collision Owners Course Part 5 - Succession Planning
- 13, 14, 15 Shop Owners Course Part 2 - Advanced Management and Leadership
- 13, 14, 15 Collision Owners Course Part 2 - Advanced Management and Leadership
- 20, 21, 22 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
- 20, 21, 22 Collision Owners Course Part 3 - A.B.M. Always Be Marketing
- 21, 22 Service Advisor Course Part 2 - ATI's 7 Step Process
- 28, 29 Service Advisor Advanced Sales

### JULY

- 9, 10 Service Advisor Part 1 - The Role of the Service Advisor
- 9, 10 Collision Production Course
- 11, 12, 13 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 11, 12, 13 Collision Owners Course Part 1 - Keys to a Successful Collision Repair Business
- 16, 17 Shop Owner Course Part 4 - Staffing and Hiring
- 16, 17 Collision Owners Course Part 4 - Staffing and Hiring
- 23, 24 Service Advisor Course Part 2 - ATI's 7 Step Process
- 23, 24, 25 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
- 23, 24, 25 Collision Owners Course Part 3 - A.B.M. Always Be Marketing

### AUGUST

- 1, 2, 3 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 1, 2, 3 Collision Owners Course Part 1 - Keys to a Successful Collision Repair Business
- 9, 10 Service Advisor Part 1 - The Role of the Service Advisor
- 13, 14 Collision Repair Estimating and Sales Course Part 1
- 20, 21, 22 Shop Owners Course Part 5 - Succession Planning
- 20, 21, 22 Collision Owners Course Part 5 - Succession Planning
- 23, 24 Service Advisor Course Part 2 - ATI's 7 Step Process
- 30, 31 Service Advisor Advanced Sales

### SEPTEMBER

- 5, 6, 7 Shop Owners Course Part 1 - Aligning Your Shop For Profit
- 5, 6, 7 Collision Owners Course Part 1 - Keys to a Successful Collision Repair Business
- 12, 13, 14 Shop Owner Course Part 3 - A.B.M. Always Be Marketing
- 12, 13, 14 Collision Owners Course Part 3 - A.B.M. Always Be Marketing
- 17, 18 Shop Owner Course Part 4 - Staffing and Hiring
- 17, 18 Collision Repair Estimating and Sales Course Part 2
- 19, 20, 21 Shop Owners Course Part 2 - Advanced Management and Leadership
- 19, 20, 21 Collision Owners Course Part 2 - Advanced Management and Leadership
- 7, 18 Collision Repair Estimating and Sales Course Part 2
- 24, 25 Service Advisor Part 1 - The Role of the Service Advisor



## How to Get the Results You Planned For

By Eric M. Twiggs, ATI Coach

“Becoming a champion is not an easy process... It's done by focusing on what it takes to get there and not on getting there.”

- Nick Saban

Are you getting the results you planned for? I thought about this last week as I embarked on my morning run. One of the specific running results that I planned for was to run two miles in under an **eight minute per mile pace**. I even watched a running instruction video to learn the correct posture.

While running the following morning, I applied the newly learned posture **as I looked at my smartphone to monitor my pace**. I ran a **nine minute mile**.

Later that evening, I listened to an exercise audio podcast that discussed the correct breathing method to apply while running. The next morning, I ran with the correct posture along with the new breathing method.

**I watched the time on my phone** during the entire run while listening to my Rocky music. I felt driven and determined! My drive and determination resulted in a disappointing **nine minute and fifteen second mile**.

On day three, **I decided that I would only focus on running with the right posture and breathing, without looking at the average mile pace on my phone**. The audio on my running app was set for a two mile run.

Once I heard the announcement that my run was over, I looked down at the time, and you'll never guess what I saw on my phone. **I ran a seven minute fifty three second mile!**

Here's the big takeaway: **The key to getting the results you planned for is to focus more on the process than on the outcome.**

There are two aspects of the process that will allow you to get the results you planned for. Keep reading to learn what they are.



### Flexibility

Initially, during my morning run, I wasn't getting the results I planned for. **My results didn't change until I changed my approach.**

Back in January, you set goals for 2018. **Your run** is almost halfway over, are you getting the results you planned for?

To get what you want at the shop, you must be fixed on your purpose **while remaining flexible on the path.**

For example, it's good to stay fixed on your purpose of hiring a technician. However, if your plan of "just hoping for the best," hasn't produced results, it's time to embrace a new strategy.

It's good to stay fixed on your purpose of growing your car count. However, if posting your ad in the yellow pages book isn't working for you, then consider changing your approach.

It's good to stay fixed on your purpose of increasing gross profit. However, if you've had the same labor rate since 2008, you may need a new plan.

Take a look at the goals you set back in January. If you're on track to achieve them, then congratulations!

If not, then ask yourself the following question: **What can I do differently to experience a different outcome? Asking this question will help you to stay flexible on the path.**



### Commitment

There is a famous story told about a chicken and a pig. One day the chicken had an "entrepreneurial seizure" and decided that the two should start their own restaurant.

"Great idea" says the pig. "What shall we name our restaurant?" To which the chicken replies **"Ham and Eggs!"** The pig's response is classic: **"No way! As the pig, I'd be committed, while you'd only be involved!"**

When it comes to your 2018 goals, **are you committed or involved?** The following scenarios will help you decide:

1) **You may be only involved**, if you set a goal for a specific Average Repair Order result, but aren't conducting **daily repair order audits to inspect what you expect**. 2) **You may be only involved**, if you set a specific car count improvement goal, but are unwilling to embrace **the exit appointment process**. 3) **You may be only involved**, if you set a goal to become a **Top Shop**, but can't **find the time** to attend your **20 Group meetings**.

**There's a battle brewing between what you want and what you have to do to get it.** If you stay committed to the process, you can possess the prize.

## Summary

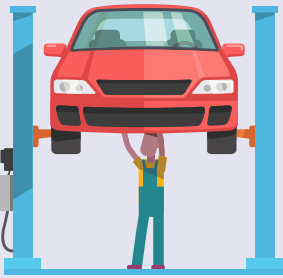
So, there you have it. If you **remain flexible, and stay committed**, you can get the results you planned for.

When it comes to your success, I'm more committed than a pig at the grand opening of a **Ham & Eggs** restaurant!

Sincerely,  
*Eric M. Twiggs*  
The Accountability Coach  
www.autotraining.net

**PS. Email [etwiggs@autotraining.net](mailto:etwiggs@autotraining.net) to receive The 7 Processes That All the Top Shops Have in Common!**





If there's anything I hear all week, it is reduced or lower car counts. Along with many fundamentals and basics like Google placement and social media presence, there are two old-time proven ways that I have found most shops to have gone away from or maybe even never tried. And that is exit

scheduling with the mystery envelopes or scratch cards, and the Car Care Club card.

You spend a ton of money trying to get more new customers in the door to increase car count, which of course is important. But most spend very little effort to keep them "locked in" and coming back! Did you know that it costs on average \$400 to get a new customer? Don't believe me? Do the math. You spend \$2500 mailing out 6000 post cards and you get 50 new people to come in — how many new customers do you have? NONE! In my way of thinking they are not a customer until they come back the second time. Maybe 40 out of the 50 that responded were coupon shoppers and only came in for the discounted service or special. Out of the 10 left maybe 5 or 6 come back. Now those 3 or 4 customers will spend a lot of money over a lifetime, if we build the relationship and wow them and that is great, but it still cost a lot of money to get them to become customers.

My suggestion to increase car count is to start exit scheduling with the mystery envelopes. That will ensure that they will be on the schedule three to four months from today. They love the idea of the coupon and trust me, a little discount to keep them coming back over and over is far cheaper than finding new ones to replace them. Add to that selling them the Car Care Club card will only complement that effort.



Just think about it. They buy the Car Care Club card so they now have their next four oil changes paid for in advance. Plus, some very valuable coupons to go with it. They have their next appointment set with an unknown discount inside that can only be opened by the service writer when they come back for their next appointment. So, I ask you, why would they go anywhere else once they leave your shop?

So, what is holding you back from these tried and true methods? I have emailed out two client testimonials in the last two months of how exit scheduling has greatly improved their businesses. Now add to that the implementation of the Car Care Club card and I can assure you that if you get on board and start using them, you too will see improved results and your customers will like it as well. Seems like a win win to me.

### The ATI Way

#### Fundamental #1: Do the Right Thing

Integrity is not about convenience. It's an unwavering commitment to do the right thing in every action we take and in every decision we make, even when no one's looking. Make decisions that build strong, trusting relationships.

—Charlie Zeleny, ATI New Business Development Department

We can only "Do the right thing" if it is "done" by way of our own personal integrity. I am still learning how to best *hear* the shop owner and to do so consultatively. It's a leap of faith. I hope I never stop improving in my own approach. Can you trust yourself to move down the road with the shop owner, to let go, and to give them the wheel? Are they actually going to "slam" someone who truly understands their needs and *might just have a solution*? Oh ho ho, yes! You better believe they are! They are going to "slam" you up and down the coast of France, especially when they know they need help. But so what? Being slammed doesn't have to hurt you, or your pride, does it? You are bigger than that!

We work with people over time. We can, as the interconnect team we are, understand why we must be extremely courteous; simple answer: it stays with them. The next time they hear the letters "ATI" they will have a good recall, whether consciously or subconsciously, of how somebody did indeed, "do the right thing," and wished them a really prosperous year. Do you really mean it? I hope so. I do. Everyone deserves to have a good year. You do, don't you?

All of our talented departments can find meaning in ATI's very first Fundamental. It's an honor. Thank you.

How does ATI Fundamental #1 "Do the right thing" influence your shop?

As an outside contractor, I have always truly enjoyed working with ATI because of their courtesy, kindness, and friendliness.

—Ellen Douglas, Proofreader

**DO THE  
RIGHT  
THING  
EVEN IF NOBODY  
IS LOOKING!**



The collision industry has been undergoing a change in the types of repairs required to meet the influx of vehicles with autonomous vehicle safety systems as they enter the market. Systems such as collision avoidance, blind spot detection, and parking assist are requiring collision repair shops to change their damage diagnosis processes. Even the estimating process has graduated to

damage analysis also known as blueprinting, which requires a much more detailed review of the damage.

Why? These systems require a systematic approach to the repair which must be followed to properly diagnose system fault codes. These codes identify the parts that are damaged, most of which are not identified in the “dash panel” diagnostics. The vehicle manufacturer specifies the procedures which are required for their vehicles and they must be followed completely. Once this is accomplished the individual sensors, systems and electronic control unit have to be reset so that the sensors operate properly. This also requires calibration processes which may include driving the vehicle a specified distance, adding weight to the vehicle and other procedures which may be new and different from previous repair processes. It also requires that strategically placed targets at premeasured distances which are read by the sensors to validate system operational readiness. This is a process away from the vehicle but necessary to reset the vehicle systems.

With this new technology comes the learning curve needed by insurers or “third party payers” to understand that these sophisticated systems need new tools, new equipment, new training and added time and operations to perform the required repairs. The vehicle manufacturers do provide position statements to assist in this knowledge gap. However, in some cases the costs associated with the additional repair steps aren’t recognized by some insurers, causing a reluctance to pay for them. So the systems have also required collision repairers to develop new approaches to the negotiation process; these are needed to “convince” some insurance personnel that the required steps are indeed necessary and required.

Until recently manufacturer repair steps and repair information have been difficult to find. Fortunately several companies now provide the information, some free and some by subscription, that the repair planner can access. If a step-by-step sequence of events is developed by collision repairers, it makes the decision by the insurers not to recognize and pay for the repairs almost impossible. The steps include:

- Properly identify vehicles where these steps might apply
- Identify damages that must be diagnosed using the new procedural steps
- Obtain customer authorization for the scanning processes
- Research the OEM repair procedures by vehicle to identify all required steps
- Complete the scanning processes and identify all “current codes”
- Complete the repair plan including the identified codes
- Place all needed repair steps including associated parts on the repair plan
- Print copies of the repair steps for the owner, technician, and insurer

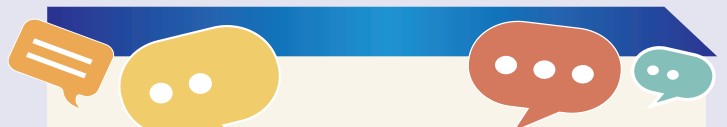


Following these steps will typically make sure that these new options and the corresponding repair procedures will get paid for with the least amount of difficulty. If there are questions once these steps are followed, they can be resolved by a productive conversation centered on the “facts” that have been presented. There is a need for all folks who are “touch points” in the repair diagnostic and repair to be properly trained in what is to come with autonomous vehicle systems.

By the year 2020 the industry predicts these systems will permeate throughout vehicle manufacturing including large trucks. The diagnostic procedures required to identify when the systems have been compromised will be a “normal” course of business. However, until that happens collision repairers will need to take steps to make sure they are protected against those who don’t recognize the diagnostic needs and the disregard for consumer safety it causes.

Be sure to set repair expectations with the customer. Share the need for the testing and don’t hesitate to provide the documentation. After all, the information is about their vehicle. They may not know the intricacies of the systems they have purchased. By providing some insight into them, you are gaining trust with the customer. That trust can become the repairer’s biggest asset when dealing with the third party payer or insurer. In the event the discussions with the third party become difficult, the customer can become the repairer’s advocate. Since the customer is the one that has the contract with the payer, they are the ones that have leverage with them.

So the changes that the repair industry is going through specifically around autonomous systems are creating a new set of challenges for repairers. Not only for the repairs specifically, but the diagnostics, testing and payment for the services which are required to be performed.



### What shop owner say about ATI's Hiring & Staffing Course:

“ I’m learning why  
“Always be hiring”  
is so important. I’m currently caught  
with my pants down. Recent turnover  
has taught me that I suck at hiring an advisor.  
Please share any interview  
questions that you have for a  
service advisor.  
Thank you, ATI family!

-Fred Gestwicki Jr to ATI Owners Group



Don’t miss out on our next Hiring & Staffing on  
July 16 & 17, 2018 Enroll today!





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## “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](mailto:podcast@autotraining.net) to set up your personal interview.

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