

ShopTalk

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ATI
Automotive
Training Institute

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How to Create Marketing That Gets Ignored

I was listening to a great story being told to one of our clients by Coach Eric Twiggs, and I thought you would enjoy it. Eric said marketing is not the real key to your success. Now that I have your attention, let me clarify the point. I am reminded of the story of a young man who had an encounter with an older rich man wearing an expensive suit. The young man asked him how he made his money. "Marketing was the key to my success," replied the older man. "I invested a nickel in an apple. I spent the entire day polishing the apple and at the end of the day, I sold the apple for 10 cents.

"The next morning, I invested those 10 cents in two apples. I spent the entire day polishing them and sold them at five o'clock for 20 cents. I continued this system for a month and accumulated a fortune of \$9.80. Then my wife's cousin died and left us two million dollars!" Marketing alone does not guarantee your success!

Remarkable marketing is the real key to getting more cars to your shop. Competition for your customers' attention is at an all-time high. According to a 2010 study conducted by Hotmail, the average customer gets four marketing-related emails per day from various businesses. A recent New York Times study revealed that the average person is exposed to three thousand marketing messages a day when you factor in TV, radio, email, newspaper, the Internet and visits to the local store.

Your customer wants to know what makes you different. If the ad you create fails to answer this question, it will get lost in the clutter and ignored. This begs the question of how to create marketing that triggers an emotional response. As you read on, you will learn my three keys to creating marketing that stands out and increases your car count. You will also learn why your marketing has gotten ignored in the past and how to avoid making the same mistakes.

Compelling Headline

According to a study done by Copyblogger, 80 percent of customers will read your headline but only 20 percent will read the rest of your content. Based on what they read, they decide whether to continue reading or not. If your headline fails to make an impact, your marketing will get lost in the clutter that I mentioned earlier. There are three ways to make your headline compelling.

First, you need to keep it short, a statement of seven to ten words at the most. Shorter headlines are easier to read and remember. Another effective technique is to create curiosity through shock value. The title of this article is an example. The typical



reaction to this type of headline is "Where is he going with this?" The curiosity created from the surprise will motivate the customer to keep reading.

A second example of a shock value headline is one that I saw from a shop advertising an air conditioning service promotion. The shop owner used the following statement: "Your Wife Is Hot." As you read on, you realize that the point of the ad was to get you to come in and get your air conditioning serviced so that your wife doesn't have to ride in a hot car.

Last, the promise of a future benefit will get the rest of your content read. In addition to wanting to know what makes you different, your customer wants to know what's in it for them. Your headline should communicate how their lives will be better as a result of reading your copy. For example, many of the email newsletters that I see from shops have a headline that reads "April Monthly Newsletter." If your goal is to be ignored, then this is a good way to do it! A better statement would be "How to Keep Your Old Car Running Longer."

Valuable Offer

As humans, we feel a natural obligation to reward a positive action with another positive action. The technical term for this is the law of reciprocity. Studies show that reciprocity is a powerful marketing trigger. For example, researchers in the restaurant industry discovered a major difference in the tips received by waiters who left a mint on the tray when bringing the check compared to those who did not. The waiters who left a mint received up to 20 percent more in additional tip dollars. This is why a marketing piece that demonstrates added value will get more attention than one that does not. Below are two ways to communicate value in your offers.

First, make sure you use dollars and not a percent to communicate savings in your ad. It is easier for the customer to feel a \$25 savings than 10 percent off. Remember, you take dollars to the bank and not percentages. Using dollars also makes it easier to control your marketing costs. A "10 percent off" promotion on an engine sale will cost you more than a "\$25 off any purchase over \$200" offer will.

Second, be sure to communicate both the regular and the sale price. Your customer will feel more value if they know how much they are saving. If you advertise a winterization special for \$89.99, I may not understand the value of the offer. If you tell me that the regular price is \$129.99 and the sale price is \$89.99, the value is clear. Marketing that communicates a clear and valuable offer is less likely to get ignored.

Effective Testimonials

According to Nielson research, 92 percent of customers surveyed reported that they trust recommendations from other customers more than any other form of advertising. In this section, I will share my two keys to effective testimonials.

First, the testimonials must look authentic. One way to accomplish this is to include a picture of the customer giving the testimonial along with the testimonial itself. It helps to do marketing research to determine who your ideal customer is before posting the pictures. For example, if your research indicates that your ideal customer is a female between the ages of 35 and 40, it would be good to have a picture of a happy customer from this demographic. Doing this will attract more of your ideal customers to you. If you are advertising on the Internet, video testimonials are very effective as well.

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Do You Have Your Summer Marketing Strategies in Place?

By Geoff Berman, Coach / Instructor

If you don't, you may want to consider sending gift cards. In the last few years, many of you have had such great success with these cards during the December holidays that you have done it again during the summer. You have shown us that it works there, too. If you have not considered taking your December ATI holiday-card program and picking a summer holiday to do the same, I urge you to consider it now. There are several holidays that are fast approaching. If you need cars and have nothing planned for the upcoming holidays, I recommend that you get into the **Resource Center** and go to the **ATI Marketing Tool Box** to order your gift cards and holiday greeting cards today! If you need assistance, you can contact your coach or Lori at FSR email: customerservice@fsr1.com or phone 434-973-4152. **Don't forget to include whatever you do in your Marketing Calendar!**

Shop Owner Options:

- [Shop Owner Home](#)
- [Message Post](#)
- [Resource Center](#)
- [Referral](#)

Click here

Then click here



May Holidays

5/12 Mother's Day
5/6-10 Teacher Appreciation Week
5/20 Victoria Day (Canada)
5/27 Memorial Day

June Holidays

6/14 Flag Day
6/16 Father's Day
6/18 International Picnic Day

July Holidays

7/1 Canada Day
7/4 Independence Day

August Holidays

8/4 International Friendship Day
8/13 International Left-Handers Day

How to Create Marketing That Gets Ignored, continued from page 1

The second key is to have the testimonial communicate the results that your customers care most about. Based on ATI research, the typical automotive customer is looking for fast service, accurate diagnosis and honest estimates. It will be harder for a customer to ignore marketing that features a testimonial from someone that looks like them and demonstrates the results that they are looking for in a shop.

So there you have it. By having a compelling headline, valuable offer and effective testimonials, your marketing will get noticed in spite of all the competition. If you apply these three keys to your next ad, your marketing will not get lost in the clutter.

Are you doing everything you can to get more cars to your shop? Find out by completing the ATI Car Count Checklist. We have created a checklist with 34 acquisition and retention strategies you should consider to stabilize your car count. Visit atlinetraining.com/2013-4 to print our list.

Chris "Chubby" Frederick is the CEO and founder of ATI, the Automotive Training Institute, founded in 1974. ATI's 99 associates train and coach more than 1,150 shops every week across North America to drive profits and dreams home to their families. Our associates love helping shop owners who have had the same struggle as many of them have had and who are looking for the same answers — and in some cases looking for a lifeline. This month's article was written with the help of Coach Eric Twiggs. **ATI**

Sam's Corner

20-Group Program

In 2009, ATI introduced their 20-Group program with almost instant success. With the sharing of ideas, goal setting, group accountability and group celebration, they have done exactly what they were intended to do — create an environment where learning from your peers and growing with them is easy and fun. We would like to congratulate the following award recipients for 2012 that were recognized at SuperConference last month:

Best Gross Profit 20-Group:

20 for the Money

Loyalty and Commitment Award:

20 for the Money

Most Improved Gross Profit 20-Group:

The Collective (Salt Lake City)

Best 20-Group Member:

Rodger Cochran (Grassland Car Care)

ATI 20-Groups are designed to focus on "Redefining Your Role" and begin "Working on the Business" to develop the strategies and business planning needed to carry you, and your business, forward in the years to come. These groups have bi-annual (in-person) two-day meetings, the ATI 20-Group Summit at our annual SuperConference, and one Virtual Meeting (Webinar, etc.). So — what's in a 20-Group for YOU?

• Ideas on marketing, sales, profitability, staffing or "what's new in the auto repair world" from your peers and fellow shop owners.

This spring, 13 Groups will be meeting:

Group Name	Meeting Date
Group 1 – 20 for the Money – George Zeeks	May 22-23
Group 2 – West Coast - Irvine – Rick Johnson	May 2-3
Group 3 – Rollin' in Dough – Brian Hunnicutt	May 9-10
Group 4 – European Imports – Chuck Dailey	May 9-10
Group 5 – Back in Black – Randy Somers	May 9-10
Group 6 – The Collective (Salt Lake City) – Rick Johnson	April 29-30
Group 7 – 20/20 Vision – Geoff Berman	May 22-23
Group 8 – Austin, TX – Rick Johnson	May 9-10
Group 9 – Score for More – Kevin Myers	May 22-23
Group 10 – Nothin' but Net – Kevin Allen	May 22-23
Group 11 – Profit Force – Tom Ringle	May 9-10
Group 12 – Money Masters – Mike Bennett	May 9-10
Group 13 – Leading Ladies (Chubby's Angels) – Bryan Stasch	May 6-7

• Get answers or advice on "what's specific to you."

• Group accountability and group celebration for goal setting and goal accomplishment.

• AND IT'S ON ATI! We know others that charge \$500 a month for 20-Group meetings alone. As an added value to the ATI Re-Engineering or Alumni programs, ATI WILL COMP THE FEE (OF \$500 A MONTH) for your first 20 Group participation. 20-Groups are an important part of your ATI experience.

ATI is proud to announce the opening of two new 20-Groups. Group 14 will be facilitated by Kevin Myers and will be held here in Baltimore. Group 15 will be facilitated by Kim Hickey and will be held in Arizona. These groups have opened for enrollment: Reserve your spot today.



Does the Customer Have the Right to Say No?

By Rick Johnson



While coaching clients over this past winter, I found that I needed to push and prod a bit to get them to do better courtesy inspections and do a much better job of asking for the sale and recommending maintenance by mileage. I would hear things like this: "I don't want to seem too pushy" or "it feels like I'm digging for dollars," or some classic ones like this: "the car is not worth it" or "I don't think they can afford it." Really? I mean is that really how you look at it? To not do a courtesy check or at least not a very thorough one, or not ask for the maintenance along with the repairs the car needs because you don't think the car is worth it or the customer may not be able to afford it? Well, let me ask you a question: When asking for a sale, do you believe that a customer has the right to say no? I mean does the customer, when asked for maintenance or repair work, when given the quote or the estimate, have the right to say no?

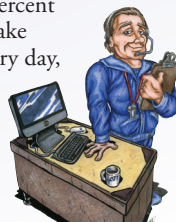
I would hope that of course the answer to this is yes! Of course the customer has the right to say no. It is our job as service writers to use our objection-handling skills to turn as many nos as we can into yeses! In our service advisor classes, Randy does a great job of teaching objection-handling skills to our writers. And these skills work amazingly well — as long as we are asking for the sale and hearing no in the first place! But sadly, when we make decisions like not doing a great courtesy check because we feel the car is not worth it, or not asking the customer for the sale because we think they do not have the money, then we are truthfully *cheating* the customer out of their rights, aren't we?

When I was writing service for my shop, I used to tell my employees that I can't wait to hear no every day. They would ask me Why do you want to hear no? I told them if I did not hear no, I was not asking everyone for the sale! You show me writers who say they sell everything they ask for, and I'll show you writers who do not ask

everyone. They are only asking really good "buy every time" customers, or they are only selling what is broken and not asking for maintenance. And most likely they are making a lot of decisions for the customer, aren't they? Basically cheating the customer out of his or her rights.

I really think it's very dangerous to assume that a car is "not worth it" or that the customer does not have any money. To the customer, that car that we feel is not worth fixing may have a lot of sentimental value. Maybe it was Grandpa's car or maybe the car he proposed to his wife in, and he wants to restore it. What an insult to that person to tell them that the car is not worth fixing. And to decide that this person does not have the money — again very dangerous! I used to work for a power company before I bought my shop. There was an old man who lived in a little shack on the river and we had to read his meter every month. The "poor old guy" was always dressed in dirty clothes and looked to be about as poor as they come. I used to think that someone should do something for him and help him out. Turns out when he died that his net worth was over \$9,000,000.00! That's right, nine million dollars! He owned a lot of land and just chose to not act like it.

I would like to add that it is best if we do very thorough courtesy checks each and every time, regardless of whether we feel the car is worth it or whether we feel the customer has any money. Make estimates for not only what is broken or worn out on the car but also everything the car is due for by mileage. Let the customer exercise his or her rights! For goodness sake give the customer the right to say no! Then use your objection-handling skills and turn as many of those nos into yeses as you can! After all, Michael Jordan said that you miss 100 percent of the shots you don't take! So take those shots, strive to hear no every day, and I can assure you that you will sell a lot more maintenance and repair work and find that those sales, and the ARO, will increase!



Exercise and the Successful Business Owner

A series by Gary Siegel, Fitness Matters Gym



FIVE TIPS FOR BAKING HEALTHIER COOKIES



We love cookies. But how can you make your favorite cookies healthier without sacrificing taste and texture? Here are five secrets for baking healthier cookies:

Replace fats with oil: For every tablespoon of butter you replace with heart-healthy oil, you eliminate at least five grams of saturated fat from your batch of cookies.

Replace fats with pureed fruit or vegetables: Try using pureed fruit or even vegetables in place of some of the butter, margarine or shortening.

Consider replacing some of the butter with nontraditional cookie ingredients, such as nonfat plain yogurt, nonfat buttermilk or even fruit juice.

Try replacing some (or all) of the all-purpose flour with whole-wheat flour, whole-wheat pastry flour and/or oats.

Some baked goods can be surprisingly high in sodium. Aim for no more than 1/2 teaspoon salt per batch of cookies.

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<http://www.facebook.com/pages/Fitness-Matters-Gym/169644349752404>

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With two gym locations:
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Crofton, MD 21114
13200 Vanessa Ave.
Bowie, MD 20720

Gift Certificates available for ALL occasions

Spring Thank You's

By Kim Hickey, ATI Coach

Today's world consists of texting and emailing, Twitter and Facebook, Instagrams and Snapchats. We can email or text our customers pictures showing what work is needed. Customers can go to our website and make appointments online. We have incorporated into our business and our customer service every possible non-personal way to communicate. We do this in the name of efficiency. We are busy, our customers are busy. We live in a hurried world. This presents us with a challenge. How do we communicate with our customers via impersonal technology, while at the same time letting them know how much we appreciate them? How do we show our customers that even though we have the latest technology, we are still a mom and pop business








dedicated to our customers and we think of them as people, not just transactions? One of the quickest and most inexpensive ways I have found is leaving a token of our appreciation on the front seat of our customers' cars. My clients have become very creative with putting together little gift bags, boxes, novelty items, etc. They are having a lot of fun doing holiday-themed ones, and prices have ranged from

63 cents to \$3.50. Their customers have been so touched and so appreciative of this little gesture that many times they have walked back into the shop to thank my clients for their thank-you gifts. Some of my clients have even received thank-you notes and cards thanking them for the thank-you gifts! Think about it, when was the last time you spent money anywhere and received any type of thank-you gesture? When you combine this with the three-day thank-you call, you will leave a lasting impression on your customers that they will tell their friends about. Don't be just a website or a Google Place. Give your customers a personal experience that not only will WOW them, but will also keep them coming back again and again. For a complete list of holidays and more picture samples and ideas, contact your coach or Kim Hickey at khickey@autotraining.net. **ATI**

Your Available Training Programs for June and July 2013

June 2013

Monday Tuesday Wednesday Thursday Friday Saturday/Sunday

					1/2
3 Service Advisor 1 of 4	4 Service Advisor 2 of 4	5 Shop Owner 1 of 9	6 Shop Owner 2 of 9	7 Shop Owner 3 of 9	8/9
10	11	12	13 Service Manager 1 of 2	14 Service Manager 2 of 2	15/16 Father's Day
17	18	19 Shop Owner 4 of 9	20 Shop Owner 5 of 9	21 Shop Owner 6 of 9	22/23
24 Service Advisor 3 of 4	25 Service Advisor 4 of 4	26	27	28	29/30

July 2013

Monday Tuesday Wednesday Thursday Friday Saturday/Sunday

1 Service Advisor 1 of 4	2 Service Advisor 2 of 4	3	4 July 4th	5	6/7
8	9	10 Shop Owner 1 of 9	11 Shop Owner 2 of 9	12 Shop Owner 3 of 9	13/14
15 Service Advisor 3 of 4	16 Service Advisor 4 of 4	17	18	19	20/21
Shop Owner 7 of 9	Shop Owner 8 of 9	Shop Owner 9 of 9			
22 Hiring & Staffing 1 of 2	23 Hiring & Staffing 2 of 2	24 Shop Owner 4 of 9	25 Shop Owner 5 of 9 California Service Advisor 3 of 4	26 Shop Owner 6 of 9 California Service Advisor 4 of 4	27/28
29	30	31			

Hiring & Staffing – Behavioral Interviewing May 20 and 21 and July 22 and 23: Enroll Today!

This two-day class will identify why candidates want to work for you. The class will assist in where to find potential employees and in the selection process. We will provide the processes from recruiting to orientation. This class will introduce competency-based interviewing to ensure that the best candidates are selected. The class also allows you to practice your newly developed skills with other class attendees first, before you interview actual candidates.

Here is what Nicole Palange of V&F Auto Inc. had to say about the class:

"Just wanted to let you know that last Thursday, my father and I completed an interview with a tech. We worked hard at putting together our script for the interview based on the information we learned in class and the competencies you provided us with. I wanted to tell you that the interview went great! We learned a lot about the applicant and realized he was what we wanted."

"My dad said that was the best interview he has ever done. He said he learned so much about the guy and was able to tell if he was being honest."

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