

ShopTalk

www.autotraining.net

ATI
Automotive
Training Institute

705 Digital Drive, Suite V, Linthicum, Md. 21090 • 1.888.471.5800

February 2013

Grow Faster and Have Fun Doing It!

If you want to grow faster, then hang out with people who have already achieved what you want to achieve. You can accomplish this and have fun doing it at our 2013 SuperConference, scheduled on March 13–16 at the five-star Camelback Inn located in Scottsdale, Arizona. The weather in March will be a great vacation from the winter weather in most areas of North America. There will be plenty of networking time to introduce yourself to shop owners who truly are the best of the best, and who enjoy helping others solve challenges you might be facing. In addition, our nineteen 20-Groups will be meeting at this year's event to share their successes and their innovative ideas to improve their service centers. The group with the highest attendance will receive a special reward. Plus, you will have the opportunity to hang out with many of the ATI Coaches and instructors.

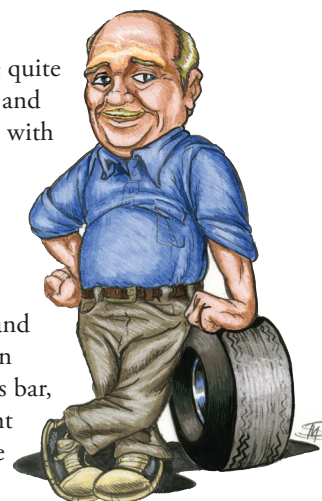
As always, we will have eight great speakers to educate and inform you, and make you laugh with your peers. One of those featured speakers

will be Mikki Williams, CSP presenting "A Balancing Act: Walking the Tightrope of Life." Mikki performed at my CEO 20-Group this year for husbands and wives of my group, and she was great! Mikki is an international speaker, trainer, consultant, coach, author, radio and TV personality and entrepreneur extraordinaire. She was recently chosen as one of the best speakers in the country by Meetings and Conventions Magazine, along with Tony Robbins, Bill Gates, Rudy Giuliani, Lou Holtz, Zig Ziglar and Jay Leno. Mikki was featured on the front page of The Wall Street Journal, named one of the Outstanding Connecticut Women of the Decade by the United Nations Association of the U.S., and ABC did a television documentary about her life.

Of course you know there will be plenty of fun in the agenda. Join me and my posse for a real cowboy cookout in a western-town setting atop Mummy Mountain, just a short walk from the Welcome Reception. The Awards Banquet, where we recognize the

Top Shops, will be quite the entertainment and food extravaganza, with black tie optional. Friday night is the Scavenger Hunt, which begins with small teams, each armed with clues and a map of Old Town Scottsdale's famous bar, shop and restaurant district. If you love baseball, join us for a training game at Salt River Fields at Talking Stick — the spring home of the Arizona Diamondbacks and Colorado Rockies. Experience the splendor of the untamed Sonoran Desert and the majesty of its giant saguaro as your jeep travels through the astonishingly lush plant life of the desert.

SuperConference 2013 is SOLD OUT for yet another year. Join us in 2014! **ATI**



SuperConference2013
March 13–16, Scottsdale, Arizona

How to Silence the Internal Self-critic

By John P. Foppe

A SuperConference 2013 General Section Speaker

My best friend, Neil, has often invited me along on his annual ski vacation to Colorado. I always declined. Not having arms and using my feet as hands, I can't afford to break a leg. Neil wanted me to try Snow blades—shorter and more maneuverable skis.

In Colorado, Neil wasn't content with my skiing the bunny hill. He thought my instructor was babying me. So he took over the lessons and insisted that I ski a green run away from the distractions of other beginners.

The instructor gave Neil a tether to tie around my body and hold while skiing behind me to control my speed.

I glided down the hill to the left, and he pulled back on the rope. As I slowed, he yelled, "Swing your butt into it and pick up that left foot. Bear down on your right foot!" My body turned right.

My speed increased.

"Head toward those trees! Now swing your butt back. Pick up that right foot."

I tried, but the back of my right ski dug on the snow, and I continued straight. I couldn't turn my body, and I went faster.

Suddenly I skied into a ditch filled with soft, loose snow. I wobbled and fell. Half buried, I laid there on my back with my feet up in the air. Both skis crisscrossed each other like disjointed propeller blades waving uselessly in the air.

As I lay helplessly in the snow, I got angry with myself. "Neil can't do it for you, John. You need to decide to do this for yourself." Deep down, I really did want to ski. "I am going to do it!" I resolved.

Neil looked down at me like disgruntled schoolmarm. "Get up, you're embarrassing yourself."

Maneuvering through each turn with great effort, we slowly continued down the path. Under my snow suit, my body was drenched with sweat. My feet hurt. I was thirsty. Then, the path opened up into a wide open basin of virgin snow.

"Welcome to Glitter Gulch!" Neil said.

He untied the tether and said, "You can ski up those high banks and let them slow you down."

Swallowing hard and remembering my snow bound commitment; I scooted forward and slid down the incline. Glitter Gulch was a fantastic clearing for learning. The path gently flowed through a grove of frosted pine trees like a wedding veil through a bride's curls.

With the combination of bending down and swinging my butt and picking up the outside foot and digging it back in again, I was able to make graceful turns. Back and forth, I arced across the gulch.

"I am actually skiing!"

Today, I am extremely thankful Neil pushed me. Wouldn't it be wonderful to always have a friend right behind you to give you that extra push? Life doesn't work that way.

Ultimately, you have to push yourself—which requires being true to yourself. When you give into fear, you're selling out. When you walk away from something you know to be important, deep down there's a gnawing unresolved feeling.

All of us have some sort of internal voice chattering away constantly telling us what is and isn't possible. How do you silence this internal critic?



Continued on page 4

Sam's Corner

Haglin Automotive: Motor Age Top Shop for 2012

I wanted to thank all the ATI clients who entered the competition to be named one of the *Motor Age* Top Shops of the Year. I know the paperwork can be pretty daunting!

Sometimes what you dream of doing doesn't come to fruition, as Judi and Dana Haglin found out. For 31 years, they have owned and operated Haglin Automotive in Boulder, Colorado; but this company was born out of a need for a job when their original plans didn't work out.

The Haglins met in 1980 at Colorado University, where Dana was studying saxophone and Judi was studying elementary education. With a down economy at that time, finding a job was difficult. No one was hiring teachers. Dana tried to get a job at a local gas station, but was one of 50 applicants. It was time for a gutsy call, so after graduating in May of 1981 and getting married in June, they opened up a two-bay shop in July.

Little by little, the shop grew into a 12-bay, AAA and ASE Blue Seal shop. Three

of the shop's five technicians are ASE Master Techs, and all their employees take part in CARQUEST Technical Training six times a year.

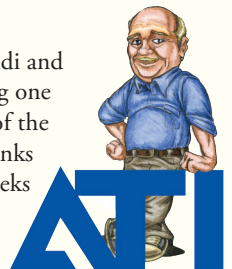
The Haglins' service advisors attend ATI's Service Advisor Course every year with our own Randy Somers. Whether you have a formal education or not, the Haglins believe you have to be constantly educating yourself on how to be better or you won't stay up and relevant in the automotive world. The shop hosts weekly lunch meetings to train and update staff on policies, procedures, sales, training and more.

Judi explains that because of ATI's help with their online presence, they were ahead of the curve and knew what they needed to make the best use of the internet.

Judi, a long-time member of the local TechNet council, brings that experience to her service in two ATI 20-Groups. Judi is the co-leader of The Leading Ladies, which is Chubby's first all-women's 20-Group.

Haglin Automotive builds relationships with the community, too, participating in a variety of community service projects. One is working with a customer who is a judge that runs an alternative high school for at-risk youths called Justice High School. Pets are also included in the shop's charitable focus, as Dana Haglin flies pets and their owners to different parts of Colorado or elsewhere in the U.S. through the Pilots and Paws program. They also teamed up with their local TechNet council, humane society and Boulder County animal control to host the promotion "It's Too Dog Gone Hot." The promotion provided owners with pet thermometers for their vehicles to show interior temperatures.

So congratulations to Judi and Dana Haglin for becoming one of *Motor Age's* Top Shops of the Year 2012, plus special thanks to Head Coach George Zeeks for his investment in their success!



Google: The Gorilla (continued)

By George Zeeks



I know I promised to talk about Google Reviews and how to protect yourself, but Google changed again on the week of 1/7/2013 and you need to know what has happened.

Google+ is viewed by many as a failed experiment that will just go away. Here's the problem: Google isn't going to let that happen and you, the small business owners, are going to help them — whether you like it or not. Don't believe me? Read on.

We have been teaching in class the importance of creating a Google+ page for your shop, which is good because now you are ready to take full advantage of the new changes. If you haven't made a business page for your shop, you need to do it NOW! One of the things that nobody seemed to understand is why Google wasn't allowing any changes to the Description in your Google Local page. Now it has become obvious! For a while now, you have been encouraged to "verify" your Google+ page for your shop so it would sync with your Google Local page. A lot of people thought it was just a SEO benefit, including your humble narrator, but deeper plots are afoot.

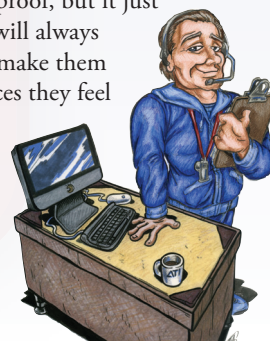
The way you verify your page is to look next to your name on the business page and hover over the block that is there. It will ask you if you want to verify your page and you definitely do. It takes only seconds, and they will mail

you a pin number and the instructions on a postcard. This whole process doesn't just link the page to your Google Local; it makes them almost one entity. Your Description will be replaced by whatever you have written as your Introduction on the Google+ page. This is great since you used to be limited to 200 characters, but after the merge you will have tons of room to tell your story and why your shop is different. You need to take advantage of this right away. When people are searching for someone to work on their car, the Introduction is your way of showing them how you are different from all the rest and why they need to call you.

The second big advantage is that your Google+ profile is right there for all to see. Now I'm talking about the business page, not your personal one, and there are some great benefits to this. We've said all along that Facebook is important so you can interact with your customers and they get to know who you really are. Now Google allows your potential customers to see your pictures and posts so they can get an idea of who you are before they pick up the phone. A lot of shops are going to be left out on this one, but you don't have to be. You can post to your Google+ business page as many pictures as you want and your potential customers will be able to see them. Community events, your staff, interactions with your customers — in short, everything that makes your shop the one they need to go to. Will all this create a little more work for you? Yes, but the time and effort invested will bring huge benefits for the shops that do this right!

This isn't the last thing, but it is the last thing I have room for. Your posts on your Google+ page will also be visible to potential customers checking you out. In addition, those posts will be used by Google to help them put your shop in front of people who want the things that you post about. This is huge! In addition to the warm and fuzzy things I mentioned above, you can now use your posts to show off what your shop does well. Let's say you want more visibility for Check Engine Light Diagnostics. All you need to do is run a post like this: "We had an interesting Check Engine Light Diagnostic today. Seems that mice had decided to eat a customer's wiring system, causing a whole host of problems." Put a picture of a mouse on it, and you now have a decent post that lets everyone know you're capable of doing the hard diagnostics that people need.

I know I'm dumping a lot on you, and some of you are going to say that you don't want to take pictures and do the posts. I get it. Here's the problem: you're gonna get killed by the shops that are willing to take the extra step. It's too early to have proof, but it just makes sense. People will always go to the places that make them feel comfortable, places they feel a connection with. If that's not you then it will be someone else. Sorry, but it's just the way it is. So make a decision!



Exercise and the Successful Business Owner

By Gary Siegel

Meet Gary at SuperConference 13

Exercise increases your overall health and your sense of well-being, which puts more pep in your step every day. But exercise also has some direct stress-busting benefits.

It pumps up your endorphins. Physical activity helps to increase the production of your brain's feel-good neurotransmitters, called endorphins. Although this function is often referred to as a runner's high, a great workout in the gym can be just as satisfying.

It's meditation in motion. After an intense workout with your personal trainer or several laps in the pool, you'll often find that you've forgotten the day's irritations and concentrated only on your



body's movements. As you begin to regularly shed your daily tensions through movement and physical activity, you may find that this focus on a single task, and the resulting energy and optimism, can help you remain calm and clear in everything that you do.

It improves your mood. Regular exercise can increase self-confidence and lower the symptoms associated

with mild depression and anxiety. Exercise also can improve your sleep, which is often disrupted by stress, depression and anxiety. All this can ease your stress levels and give you a sense of command over your body and your life.

So as your business grows and becomes more successful, you may find more stress associated with that growth. Treat yourself to a safe, healthy exercise program that will allow you to enjoy that success. Thirty minutes a day, three to five days a week is all it takes. Become successful now and become healthy along with it!

garyksiegel@gmail.com

www.fitnessmattersgym.biz

In partnership with ATI

Check out our Cyber-Fit program.

Your Available Training Programs for March and April 2013

March 2013

Monday Tuesday Wednesday Thursday Friday Saturday/Sunday

				1 Service Manager 2 of 2	2/3
4 Service Advisor 1 of 4 Staffing & Hiring 1 of 2	5 Service Advisor 2 of 4 Staffing & Hiring 2 of 2	6 Shop Owner 1 of 9	7 Shop Owner 2 of 9	8 Shop Owner 3 of 9	9/10
11	12	13 Super Conference Scottsdale	14 Super Conference Scottsdale	15 Super Conference Scottsdale	16/17 Super Conference Scottsdale St. Patrick's Day
18	19	20 Shop Owner 4 of 9	21 Shop Owner 5 of 9 Service Advisor 3 of 4	22 Shop Owner 6 of 9 Service Advisor 3 of 4	23/24
25 Passover	26	27	28	29	30/31 Easter

April 2013

Monday Tuesday Wednesday Thursday Friday Saturday/Sunday

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

Continued from page 2

You can't simply ignore the self-talk. You have to focus on the goal. Vincent Van Gogh once said, "If you hear a voice within you say, 'You cannot paint,' then by all means paint and that voice will be silenced."

You may not always be able silence the voice, but can change the conversation. Internal messages like *"I'm too tired. It's too complicated. They don't understand,"* are simply considerations of the situation. I try not to allow these

assessments to become an excuse. When that voice tempts me to falter, I simply say *"Thank you!"*

"I know I'm tired... Thank you! I know it's hard... Thank you! I could never ski... Thank you!" Like Van Gogh, I simply proceed. By telling that voice, "Thank you!" you are not giving the doubt itself power. You don't waste time and energy arguing with yourself. You don't beat yourself up or deny your instincts. Today, I wonder how much sooner I would have skied if I hadn't listened to my fears initially?

I've trekked down some of the most beautiful avenues in world: Pennsylvania Avenue in Washington D.C., Champs-Élysées in Paris, and Las Ramblas in Barcelona. But, that Rocky Mountain ski run created the most spectacular avenue I had ever traveled.

John Foppe advises, speaks, and writes about how to maintain momentum when executing initiatives. For information, go to www.visionaryvelocity.com.

© Copyright 2006, John P. Foppe

AUTOMOTIVE TRAINING INSTITUTE