



AutoServiceExperts®

VOLUME 13 NO. 3



JULY 2010

In The Spotlight ... John's Annex Auto Repair

166 Main Street • New Haven, Connecticut 06512 • 203-469-0812



Technician Chris Sabre, Steve Fletcher, Owner John Flanagan, and Technician Jim Astorino.



Sperry Auto recently completed their Raybestos Box Top Promotion to kick off the addition of Raybestos to their product line. Over a six week period customers were urged to save all of their Raybestos box tops. The Box Tops were redeemable for Stop & Shop gift cards and went into a drawing for various giveaway items including the grand prize of an HD TV.

The response was great. Forty-four service centers qualified. Sperry gave out almost \$1300 in gift cards and 10 of their customers received prizes from the drawing. The grand prize winner was John Flanagan, owner of John's Annex Auto Repair. **Congratulations!**

Eight years ago John Flanagan bought Annex Auto Repair in New Haven Connecticut. They have a state of the art facility with six bays and four technicians. All four are ASE certified. John says their success is a result of honesty and great customer relations. They have always run a shop that prides itself on customer service, family values, and a staff that will do absolutely any repair on any vehicle. All of his employees communicate with their customers.



They have all the most up-to-date technology and are fully computerized. They are also an emissions certified service center.

John's Annex Auto Repair became an Auto Service Expert in April 1998 by the previous owners. Auto Pride had all of the tools and materials they needed to make their service center look professional and be competitive in their market.

Sperry Auto Warehouse provides John's Annex Auto Repair with quality parts, quick delivery and competitive pricing. All very important components, but equally important is the marketing support they offer through the Auto Service Experts Program. Sperry is providing them with tools and programs that help keep them profitable and competitive.



Right CJ Haberfeld Sperry Automotive Warehouse awarding the grand prize HD TV to John Flanagan Owner of John's Annex Auto Repair

INSIDE...

PAGE 1
In The Spotlight

PAGE 2
Auto Pride Spring Brake Rebate Promotion

New 2010 Auto Service Expert Programs
Welcome New Auto Service Expert Members
Collector Car Program

PAGE 3
Introducing the Auto Pride Roadside Assistance Program
Don't Drop the Ball With Your Staff

PAGE 4
The Main Ingredient to Stardom is the Rest of the Team
July Hot Pack

Introducing The Auto Pride Roadside Assistance Program

As an added benefit for your customers you can now offer complimentary ROADSIDE ASSISTANCE on the products and/or services you sell. **Auto Pride Roadside Assistance** is available 24 hours a day, 365 days a year, anywhere in the United States and Canada.

Auto Pride Roadside Assistance includes ONE jump-start or ONE tow within one (1) year from the date of product or service purchase. It covers passenger cars, vans and light trucks. This service is only valid on the vehicle for which the product or service was purchased and is provided on a reimbursement basis. Service is limited to a maximum reimbursement of \$60.

Service excluded: RV's, fleet vehicles, or vehicles off the road (winch out), trailers, any vehicle in tow, vehicles over one ton capacity, commercial vehicles, any vehicle at a repair facility, any vehicle which at the sole determination of the service provider is in such condition that service is likely to result in damage to the vehicle, service not dispatched through the toll-free number, as well as claims postmarked after thirty (30) days.

HOW DOES THE AUTO PRIDE ROADSIDE ASSISTANCE PROGRAM WORK?

Any time a customer purchases a part from an Auto Pride store or has service performed by an Auto Pride Auto Service Expert location, they can be given an Auto Pride Roadside Assistance Certificate good for ONE (1) year from the date of purchase or service. The certificates are not tied to any specific product or service, it is up to the store or Auto Service Expert to determine who receives a certificate. The key issue is the customer must have a dated receipt for a product purchase or service to show the certificate is within the 12 month time period when submitting for reimbursement. The Auto Pride Roadside Assistance Certificate is valid for ONE (1) jump-start or ONE (1) tow service within 12 months of the date of product/service purchase.

When a customer wants to utilize the Auto Pride Roadside Assistance Certificate they MUST call the Toll-Free Dispatch Number on the certificate. Dispatch will notify a service provider in the area who will then respond to the customer's location and provide the needed service (jump-start or tow). The customer will pay the service provider at the time of service and submit for reimbursement.

INFORMATION REQUIRED for REIMBURSEMENT

1. Customer name, address and telephone number
2. **ORIGINAL** dated road service receipt
3. **ORIGINAL** Roadside Assistance Access Certificate
4. A photocopy of the dated product/service purchase receipt

ALLOW 45 days for processing

Enrollment in the program is easy and affordable, just 35¢ per certificate in packages of 100. To enroll, simply complete the information requested below and fax to (908) 251-5836 or contact your Auto Pride representative.

For program enrollment, please complete the following and return to your Auto Pride Representative for processing.

Date: _____

Contact: _____

Store/Shop Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: () _____ Fax: () _____

To Enroll, FAX this completed form to (908) 251-5836

Auto Pride Distributor: _____

Don't Drop the Ball With Your Staff

Many owners in our industry do not grasp the concept of being the "Coach" for the business. The "New Business Model" to incorporate today is instead of being the "King" of the business we must now become the "Coach" of the business. Most owners/managers think as long as I supply the right training and information, the staff should be able to take it from there by themselves. This is absolutely one of the biggest mistakes shop owners make in this industry. Employees do not have the same self-disciplines as entrepreneurs.

When a staff member takes any course, it is Management's responsibility to re-enforce the experience and information learned from the course back at the shop immediately. The only way a person learns new methods and procedures is by having them *re-enforced* and *supported* on an on-going basis because the "culture" of the Shop is being changed to a higher level of Professionalism. For anyone to do it all by oneself is next to impossible when the desired approach is "out of the box" to past routines.

Consider implementing the following **DAILY** coaching and support procedures:

- Coach the team positively about the importance of the customer/client's positive experience when they are in our HD shop. Stop and sincerely compliment (don't patronize) an employee when you see him or her doing something right. Remember we may only see the actual HD customer/client 2 to 3 times per year. "When we step onto the shop's property...its show time."

- Re-enforce the importance of complete vehicle/equipment inspections and documentation of the

facts regarding the inspection because we are being hired by the client for our knowledge and skill and we will act as Professionals representing the client.

- Remind everyone the importance of detailed time documentation by using the time clocks properly to ensure correct billing procedures can take place at the front counter

- Each Friday afternoon or Saturday morning calculate the previous week's average billed hours per invoice and the shop efficiency number for that week. Every Monday morning before the day gets started, start the week by reporting these two numbers to all personnel reminding them of the targets we need to achieve as a "team."

- Record each week on a large white-board in the staff room the shop's billed hours and efficiency number for the previous week and progress for the month. This re-enforces an accountability procedure in place establishing new habits. It will also allow you in examining the internal procedures required to achieve desired results. We are all working for the same purpose.

Always re-enforce to the staff the positive acts and things accomplished the previous week. Encourage everyone to always think and act as a TEAM.

Review the monthly sales objectives by category such as fluids, tires, parts, maintenance labor and diagnostic labor. Break the monthly sales objectives into daily targets (based on your **actual days opened** each month) and summarize the month by showing this also on the white-board with a daily graph/chart as to how the shop is doing compared to objectives. Consider a graph/chart title to the ef-

fect "TEAM RESULTS – WE ARE THE BEST."

This is a process so be patient but stay focused each day as you too are going through a transition in "how" to manage your business. Managing your business today is complex and very in-depth, but this is why your shop is the BEST at what you do.....**YOU CAN DO IT!!**

By Bob Greenwood, president of Automotive Aftermarket E-Learning Centre Ltd., a business management resource for shop owners (www.aaec.ca).

Bob can be reached by phone at 800/267-5497; or by e-mail at greenwood@aaec.ca.

The Main Ingredient to Stardom is the Rest of the Team

Today no business is going to be successful without the "right people on the bus." This means that everyone within the shop has to realize that they are not an island unto themselves. They are only as strong and successful at their career as the people they are surrounded with.

These statements are reinforced when you look at the complexity of running a shop business today. No one person can do it alone. No one person knows all the solutions. No one person knows all the technological answers or profit building processes. No one person is "King" or "Queen" in a successful business today, however, working collectively together with accountability checks and balance processes in place **the entire shop team reaches stardom.**

Each shop staff member from the back, to the front counter and over into the office, is a key part of the overall success of the business. Each and every person also plays an important role in creating the picture or image the business has in

JULY HOT PACK!!

You will be seeing your **HOT PACK** in the next few weeks! The **HOT PACK** is filled with specials and promotional items, as well as business building and marketing tools from your Auto Pride distributor and suppliers. Everything in the **HOT PACK** is there to help your business. We have provided you with programs and tools to keep you competitive and aggressive in your market. Make sure you go through them.

Look for the Auto Pride Magnuson-Moss Warranty Act Yield Signs, the Auto Pride 2011 Calendar Program Flyer, the Collector Car Program Flyer, the Auto Pride Road Side Assistance Program Flyer and Various other Auto Pride materials.

the eyes of the client and public. Does every member of your shop staff clearly understand this today?

Focus must be given to building a strong dynamic team **culture** in the business. This is imperative if everyone wants to enjoy a career, instead of a job and also allow the business to move forward.

I recommend a good team brainstorming session where Management first explains the importance of the shop conducting its affairs throughout **acting as a team**, the benefits this brings to everyone, and then ask for their input as to how we can bring it all together. What are "**our issues**" that create a

weak link in the chain? What must "**we change**" in our processes to ensure everyone is accountable to each other?

I am confident that when each person understands how their day to day thoughts and actions reflect on the entire shop, the team will realize that **together** we will reduce our stress, make for an extremely enjoyable working atmosphere, increase our personal incomes and create a tremendous amount of pride because they are part of a very unique shop which is second to none in their area.

By Bob Greenwood