

TAKE BACK CONTROL

THE PROVEN SYSTEM FOR SUSTAINABLE GROWTH
NO MATTER WHAT THE WORLD THROWS AT YOU

SHOP

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TAKE BACK CONTROL

INFLATION, TECH SHORTAGE, AND ECONOMIC DOWNTURNS ARE UNCONTROLLABLE. HERE'S WHAT TO FOCUS ON INSTEAD:

For more than 20 years, I've been teaching, training, coaching, and consulting shop owners. I've worked with thousands of shops as they grew their shops during uncertain times, even as their competition shrank and went out of business.

Once again, we're in uncertain times. The tech shortage was already hurting shop owners' ability to grow and scale long before inflation and an economic downturn.

In times like these, it's easy to see big, unsolvable problems and throw your hands up because nothing can be done. But the shop owners who take this opportunity to focus instead on what they can control are the ones who will take back control and grow their shop no matter what happens to the economy.

Here are the first three steps you can take in your shop to be in control even when tech shortages, inflation, and recessions loom large.

Wishing you great success in your shop,



David Rogers, AAM
President, Auto Profit Masters, Automated Marketing Group

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STEP ONE: GET FOCUSED

You cannot pay attention to every number. I know this from personal experience in our own shop. Years ago, we used to measure dozens of different metrics. We thought it was necessary to have all of data to make good decisions.

This can mean death for a business struggling to survive and grow during difficult times.

No matter how competent a team is, or an owner is, no one will review dozens of documents to get dozens of metrics every day.

In fact, the more we split our attention across different systems and processes and employees and numbers, the less likely we are to carefully look at any of them.

Worse, demanding to know all of these numbers meant that we waffled about big decisions, held long meetings that didn't lead to solutions, and created a hiring black hole as we tried to find a manager who cared about all of these numbers.

The key is to consolidate your time and attention.

What key performance indicators can you actually take action on today so you can start to fix them today? That's all that matters!

You cannot fix inflation. You cannot personally undo decades of the industry's actions (and inactions) that have led to the technician shortage.

But you can control your parts gross profit. When was the last time you updated your parts matrix? Can you make small adjustments today to that matrix that will fix your gross profit margin by the end of this month or next?

This is what I mean by "get focused." You can't pay attention to everything. Getting distracted by things you can't control will only seek to paralyze your shop.

So, sit down with your shop metrics today and strip away all the noise so you're left with just the things you can and will control today...and get focused.

"SHOP4D REVOLUTIONIZED MY BUSINESS. IT RENEWED MY FAITH THAT I CAN DO IT. IT GAVE ME THE DATA, THE INFORMATION, AND THE TOOLS I NEEDED TO BE SUCCESSFUL. I WOULDN'T BE WHERE I AM WITHOUT IT."

-TOM WILLIAMS, TDC AUTO REPAIR

STEP TWO: EMPOWER YOUR TEAM

Once you've decided what you can take action on, the next step is to make sure your team is empowered and incentivized to control that number.

If the only one responsible for hitting key shop benchmarks is the owner, then the owner will always be the secret sauce, and whenever your attention is off that number, it will start to slip.

This means that job one is to make sure your team understands the numbers that they're responsible for, why they're responsible for them, and how they can hit them each day and month.

They also need to be empowered to hit those targets.

If your service advisors are responsible for hitting a sales or profit margin benchmark but prevented from holding techs accountable for inspections or unable to adjust the pricing matrix, then they can't control those numbers.

Being accountable for a number you can't control is demoralizing and incentivizing an employee for that same number will destroy the relationship.

Which is why incentives are a dangerous road to walk down alone. They need to encourage the employees to stretch without being too far out of reach. They need to account for growth and be based on reality. And most importantly, the employee needs to be empowered, trained, and accountable.

All of this adds up to a critical conclusion: while incentives are an integral part of making sure your team is aligned and the owner doesn't need to micromanage for the shop to stay on track...those incentive pay plans need to be built by an expert. They need to be tailored to your shop, your community, your team, and your goals, and they need to avoid pitfalls that could cost you employees, customers, and profits.

It would be better to stay away from incentive pay plans entirely than to try to build your own, or use plans built by somebody who doesn't have extensive experience creating successful pay plans.

Either way, empowering your team to help you manage critical numbers in the shop is the next step once you've identified which benchmarks are actionable!

STEP THREE: DON'T GO BACK

Once you've identified the things you're going to control and created a team that is empowered to help you, resolve to never let your shop slide backward into inaction.

One area where this is critical is marketing. With the right marketing, your shop can control the quality of customers you're getting. But only as long as you continue to deliver that marketing!

One of the first instincts that shop owners have is to cut back on marketing, whether it's because the shop is too slow and they feel they can't afford marketing, or because it's too busy and they think they can save money by not marketing.

Top shop owners fight this instinct. They know that as soon as they stop controlling car count and wait for whatever they can get, they put the shop's future into the hands of fate. They also know that as soon as you stop marketing, you concede your best customers to the next shop that comes along and delivers the marketing you no longer are.

BUILD A TEAM OF WINNERS:

The incentive-based pay plans built by Auto Profit Masters are created specifically for your shop, your employees, and your goals, using data and experience learned from consulting countless shops from coast to coast. When we deliver a customized pay plan, we'll teach you how to use and implement them with your employees... so that you get full buy-in.

This is true of all areas of the shop. It can be natural to stop paying attention to numbers when you regularly hit or surpass your benchmarks...but as soon as you stop paying attention your processes will begin to slip, followed closely by numbers sliding backward.

This is why it's critical that you have a way to measure and track your key benchmarks quickly and easily. When you and your team can keep score and know if you're winning each day, you can have confidence that your shop is growing sustainably, no matter what else is going on in the world around you.

Ultimately, all of these habits of successful owners boil down to resolve. Top shop owners are resolved to succeed no matter what, and they want the processes, systems and team around them that translate that resolve into long-term growth.

For more than 20 years, we've been helping shops like yours who have the resolve to succeed but need help getting to the next level.

Whether you need help with measurement and benchmarks, incentive pay plans, marketing, or even just knowing where and how to get started, our experts are here to learn more about your unique and specific situation.

Reach out to our team and see how...

***WE TAKE A CUSTOMIZED
APPROACH WITH EACH AND EVERY
SHOP SO THAT WE CAN HELP YOU
...TURN YOUR **RESOLVE** INTO **ACTION!*****

WANT TO PROTECT YOUR BEST CUSTOMERS?

Consistency is everything. Automated Marketing Group specializes in creating turn-key marketing plans that provide small businesses with the solutions they need. AMG's goal is to help business owners increase their brand recognition and build long-lasting customer relationships through customized and strategic marketing plans, meaning less stress, lower customer turnover, and bigger sales.

If you're ready to stop reacting to the economy and start taking control of your results, don't wait for things to change. Make the change happen.

**SCAN THE CODE TO SEE HOW EACH SHOP4D
PACKAGE HELPS YOU TAKE THE NEXT STEP
TOWARD TOTAL CONTROL OF YOUR SHOP:**



**OR CALL TODAY TO BOOK A DEMO!
1-866-520-3030**