

TO ELEVATE AND UNITE AUTOMOTIVE SERVICE PROFESSIONALS & GIVE THEM A VOICE

Looking Ahead...

April 17th Dinner Meeting

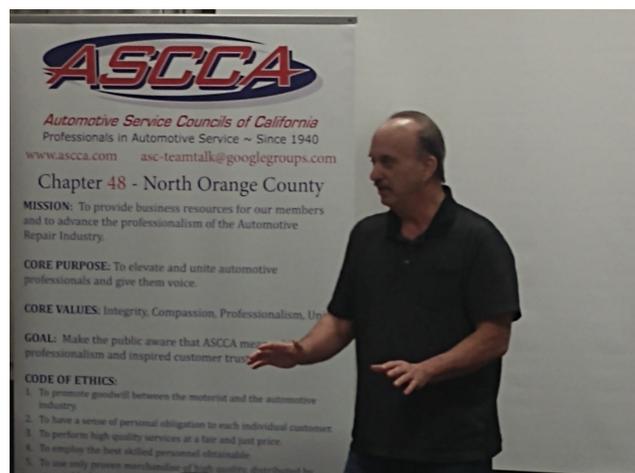
A Representative from the Bureau of Automotive Repair will be speaking to the group in April. Join us to learn about the new regulations and changes in the industry. Bring your questions too!

Just Happened...

March 20th Dinner Meeting

Dave Fischer, owner of California Employers Services, delivered a powerful presentation on the importance of having a compliance coach in your business. He included a very informative power point presentation on CAL-OHSA and labor laws that are California specific that every business owner must follow to be in compliance. If you missed the meeting be sure to check out this podcast from Dave that covers tons of information on Cal-OSHA and Labor Laws.

[Click here for Podcast Link](#)



What you missed this Quarter...



February Dinner Meeting

Scott Brown From Diagnostic Network spoke with the group about Diagnostic challenges and how shops can gain the upper hand and stay ahead of the technology curve



January Dinner Meeting

Jennifer Filzen from Rockstar Marketing spoke with the group about how to best connect to your target market allowing for a better experience for both the shop and customer. Also, in the picture on the left, 2018 ASCCA State President Rocky Khamenian presented Roy Okimoto of Okimoto's Automotive Center with a certificate recognizing 60 years as a ASCCA member!



Holiday Party

What a wonderful event filled with great food and company. Even Santa joined us for the fun and festivities! Many hours of work went into preparing for the event. Special thanks to the many vendors, businesses, and volunteers that sponsored the evening allowing all of it to be possible.



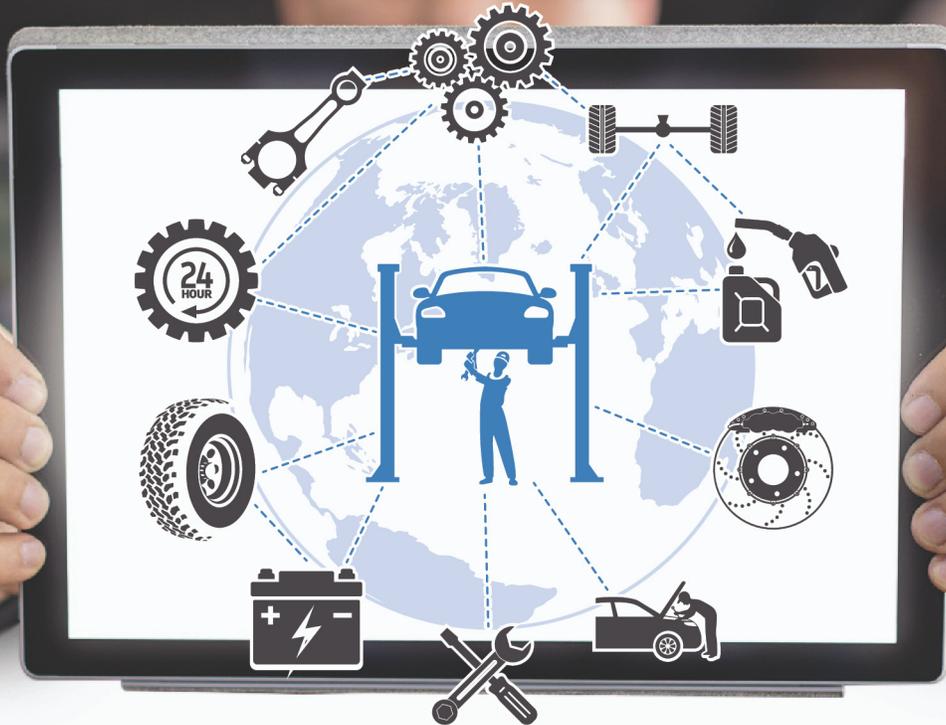
Thank you to our Holiday Sponsors!



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JOIN THE NETWORK!



Diagnostic Network is an online organization dedicated to automotive professionals. Our community is committed to elevating technicians' diagnostic expertise and enabling the successful repair of complex vehicles through unlimited access to industry resources.

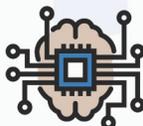
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Lead by example. Join the discussion at **DIAG.NET**

2019 Event Calendar

February 20th, 2019- Scott Brown

March 20th, 2019- Dave Fischer

April 17th, 2019- B.A.R

May 15th, 2019- Shop Night, Center Cities Automotive

June 19th, 2019- Wendy Luko from CAT

July 17th, 2019- John Epstein- 2019 ASCCA president

August 2019- No Dinner Meeting

September 18th, 2019- John Gustafson

October 16th, 2019- Cecil Bullard

NOV/DEC 2019- Holiday Event



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Stay Informed...

From Modern Tire Dealer By Mike Townsend , Owner of Townsend Strategies

Every tire store employee has seen it many times. You have a regular customer (let's call him Bob) who you feel is like family. You think he is loyal enough to give you all of his business. Then it happens. One day you are changing his oil and rotating his tires, and your service tech comes to you to let you know Bob had already purchased, tires, brakes or another product/service from a big box store down the road from you. What happened? Was it price? Or was it that you failed to be intentional in your customer engagement process with Bob? Or did you fail to measure on a regular interval the loyalty of Bob to your business?

Customer Loyalty

Is customer loyalty possible? Yes. Let's look at what defines the "loyal customer."

- They are likely to send you customers on a regular basis.
- They are likely to buy from you as long as they have a need.
 - Most are not actively looking for another supplier.
- They are not swayed by a sales pitch from any of your competitors.
- They are always open to recommendations for other products/services you offer.
 - Some are likely to give you feedback on how you can improve.
 - They trust you and forgive you even when you don't get it right.

Of course all of the above sound good, but when applied to all the moving parts in a retail tire store, the dream of creating loyal customers can sometimes elude us. Let's break down each of them and define what must happen in these challenging times of what I call the "Customer Experience Process." **They are likely to send you customers on a regular basis.** If this is not happening in your store, you are most likely falling short on how you are making Bob feel when he visits your store even for a routine service. One of the biggest challenges is to be intentional about making Bob feel special every time he comes to your store. **They are likely to buy from you as long as they have a need.** I have seen many stores send as many sales dollars down the road as they actually put into the cash drawer because the customer isn't made aware of the need. How does this happen?

Continued on next page...

Stay Informed...

Either the cars are not inspected, or they are not inspected properly. This can also happen if the results of a proper inspection are presented in a way that causes Bob to lose trust in the business. **Most are not actively looking for another supplier.** Many sales associates assume this and as a result, fail to engage a loyal customer. When engaging a loyal customer like Bob, you must make him feel the same way you make a customer who is a relatively new customer. It has been said that trust is earned slowly, like water dripping into a bucket, but lost suddenly, like dumping the water out of the bucket all at once. I have witnessed this when a dealer fails to give a customer like Bob something he would typically give a newer customer. When Bob feels like he is not appreciated as much as he used to be, and sees an ad from a big box store.... **They are not swayed by a sales pitch from any of your competitors.** Some tire retailers can be afraid of competitors. Some of your loyal customers are being swayed with fancy ads, gimmicks, etc. We recently engaged a customer on behalf of a dealer in the Atlanta metro area and were able to earn the customer's loyalty on the phone against a "Buy 3 get one FREE" tire offer. We were about \$91 more than the competition but made the potential customer "feel" the value of doing business with an independent. **They are always open to recommendations for other products and services you offer.** This can be true as long as you continue to build trust. Remember the bucket issue? If the bucket is full, then start filling another bucket. If you continue to build trust with your loyal customers and connect with them often, they will continue to be loyal. **Some are likely to give you feedback on how you can improve.**

Loyal customers like Bob are always the best ones to ask to find out how to get better. Unfortunately, many are never asked either in person or in an electronic survey (highly recommended). **They trust you and will forgive you even when you don't get it right.** Mistakes happen. As long as you have maintained trust with your customers, you can usually fix problems and retain their loyalty. The challenge many dealers face is making sure they fix the problem in a similar fashion to the way they would fix it for a new customer, because Bob will notice. This is typically when he can be wooed away by your competitor. Let's face it, finding a customer should be harder than keeping a customer. Make sure you have a defined Customer Experience Process for engaging all of them. This will not only build trust with customers like Bob, but also encourage Bob to send you even more customers, who will send you even more customers.

Stay Informed...

How to find a quality service advisors

From Motor Age

By: Chris "Chubby" Frederick

What is a great one worth? Before we can put a value on this we need to define what a good or great service advisor is. Why? Because I promise you, there are far more mediocre and even bad service advisors out there than good or great. How can this be? Because hiring and terminating employees is a hard thing to do and it is easier to keep who you already have at the counter. I am going to get this out of the way first: personality is far more important than experience. I can teach a layperson most everything you would need to know to be a successful service advisor within 60 to 90 days on the job, tops. What I can never teach, and no one can, is the right personality to be successful as a service advisor. What does the right personality look and sound like?

- This is an oldie but a truth you cannot dispute: you can hear them smiling over the phone. Their tone, energy and voice inflection make the caller feel like their call is important and their business would be appreciated, rather than feeling that the call is an unwelcome interruption.
- They are social butterflies! The kind of person you can take to a party where they do not know a soul and they are comfortable and happy to meet new people.
 - They have a high need for recognition which drives them to high performance.
 - A high sense of urgency. They can't wait to do it all!
- Empathic — they can relate to the level of concern of others and make them feel at ease.
- MONEY MOTIVATED! They thrive in a pay-for-performance position and are focused on what it takes to maximize their income.

None of the above is an earth-shattering revelation, right? But if you are being honest, out of the six characteristics I listed, how many can you say this one describes your advisor? I have literally had owners tell me when I bring up a concern about their advisor things like “He is not a people person” and “Once you get to know him he is a good person.” WHAT? A phone call lasts minutes at best, so how can a customer “get to know him” enough to feel like your shop is the place to go? Indifference from the person a consumer deals with is still by far one of the biggest reasons customers quit a business..

Stay Informed. Be Heard.

LEGISLATIVE APPOINTMENTS - PROMINENT GUEST SPEAKERS - INDUSTRY EXPOSURE - LEGISLATIVE/REGULATORY UPDATE

FLY-IN SCHEDULE:

8:00 - 9:00 AM WELCOME BREAKFAST
8:30 - 9:30 AM GUEST SPEAKERS
9:30 - NOON LEGISLATIVE APPOINTMENTS
NOON - 1:30 PM LUNCH AT CAPITOL EVENT CENTER
1:30 - 3:00 PM LEGISLATIVE APPOINTMENTS



AUTOMOTIVE AFTERMARKET INDUSTRY LEGISLATIVE FLY-IN

Coordinated by ASCCA

STATE CAPITOL | TUESDAY, APRIL 23, 2019 | 8:00 AM - 3:00 PM

Join the Automotive Aftermarket Industry For A Day at the Capitol!

The Automotive Aftermarket Industry is joining together for a Legislative Fly-In! Don't miss out on this opportunity to connect with others in the industry. Fill out this registration form and make your travel arrangements. Reservations will be accepted on a first come, first serve basis. Past speakers have included: *Chief, Bureau of Automotive Repair; Governor's Small Business Advocate; Governor's Economic Adviser; Chair, Select Committee on Career Technical Education & Workforce Development; Chair, Senate Transportation & Housing Committee.*

EVENT LOCATION

This year's event will again be held at the Capitol Event Center, located at 1020 11th Street. Located a quick one block walk from the Capitol Event Center to the California State Capitol Building.

HOTEL INFORMATION

This year, Legislative Fly-In guests will be on their own to make their hotel arrangements. A walking-distance hotel can be recommended upon request.

Complete Registration Form



[Click here for online registration or scan:](#)

Name: _____ Chapter: _____

City: _____ Affiliation: _____

E-mail: _____ Cell Phone: _____

Yes, I plan to attend the Welcome Breakfast (8 - 9am)

Yes, I plan to attend lunch (Noon-1:30pm)

Please schedule appointments with legislators who represent my business and home address.
(The following information is required in order to schedule your legislative appointments.)

Business address: _____

Home address: _____

I will schedule my own appointment with my legislator(s). Find your legislator: <http://findyourrep.legislature.ca.gov/>

REGISTRATION DEADLINE: Registrations must be received by **April 15, 2019** in order for staff to schedule legislative appointments on your behalf.

Please return this form via e-mail or fax to: ayang@amgroup.us OR 916.444.7462 (fax).

Want More Information? Visit www.ascca.com, upcoming events **OR** contact Amenda at 916.924.9054.

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