

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

## Next Month...

Dinner Meeting October 16th with Cecil Bullard from WORLDPAC

Flyer coming soon!

## Just Happened...

September's Dinner Meeting was filled with great information from speaker John Gustafson. Through the Auto Talent Co Op 13 to 18 years old kids are getting an introduction to auto service and this is providing them with both education and hands on training. It was great to see how just one shop is fighting to combat the talent shortage in the auto industry today. Joining together can truly make a huge impact on young adults in our communities for the future.



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### *What you missed this Quarter...*

At July's dinner meeting ASCCA State President John Epstein spoke to a full room and shared detailed actions he has taken over the years to create his very successful shop.

Thank you John for leading from the front and taking the time to remind our chapter of the ASCCA advantage. Our great leaders and members share knowledge to help each one another grow in business

Also in July, the winner of the AASCEF Overbey Scholarship was announced. Honored recipient Marcus Ramirez and his father were special guests at the dinner.

John Epstein



Jack Crawley, Marcus Ramirez, John Epstein, Dan Guy





**ASCCA**

Automotive Service Councils of California  
Professionals in Automotive Service - Since 1910  
www.ascca.com

**ASCCA**

*Chapter  
48*

**JOIN US!**

*Cordially Invites You to attend  
a Holiday Extravaganza!*

**\*1st 50 to  
will be entered  
Special Drawing!**

*Wednesday, December 4th, 6:30pm*

**\*\$35, \$20 Kids (12 & under) until Nov. 5th**

**Nov. 6th—\$45 & \$25, After Nov. 19th—\$55 adult & \$25 kids**

Plated Filet Mignon or Cordon Blue Chicken, Dessert, 1 Drink Ticket, Entertainment, Santa

**Buy Your TICKET TODAY** go to:

<https://ascca48.ticketspice.com/2019-party>



22 UNTIL NONE

**TWENTYTWO  
UNTIL NONE**

a Veteran founded & operated 501(c)3  
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prevention for Veterans.

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## Survey Time!

Please take a moment to take this brief 5 question survey through the link below. This will help Chapter 48 get important feedback from its members.

Take Survey

## The ASCCA Advantage

If you are a member and have forgotten some of the amazing benefits of your ASCCA Membership check out the flyer for a refresh. This is great to share with others in the industries who are not members too!

ASCCA  
Advantage

## Holiday Party

Buy your ticket today!

Buy Now!

# Stay Informed...

## Four Tips On Overcoming Sales Objections

By Bob Cooper of Elite

1. Accept the fact that the single greatest cause of sales objections is a poor sales presentation. If your advisers don't follow the eight steps of the sales cycle (1. Build rapport, 2. Fact find, 3. Identify the need, 4. Identify the solutions, 5. Build interest & value, 6. Ask for the sale, 7. Close the sale, 8. Resell the service), if they rush through their presentations, or if they don't believe in the service they're recommending, then sales objections are bound to occur. So the first place to start in handling objections is in mastering their presentations. In all cases, make sure that your advisers build rapport with the customer, offer options whenever possible, build interest and value in the benefits of your service rather than the parts and labor, and give the prices last.

2. When your advisers hear an objection, it's a cardinal rule that they need to listen, learn and be thankful. When customers give your advisers any kind of sales objection, they're telling them that they're interested, but there is something that is standing in the way of them authorizing the service. As sales professionals, your advisers need to be thankful that the customer is expressing their concern rather than just leaving. First and foremost, when a customer voices a concern, your advisers should never interrupt them. The more your customers talk, the more comfortable they will feel, and the more your advisers will learn about the questions and concerns they have. Your advisers should also make a point to never disagree, because all that will do is alienate the customer by proving them wrong. Your advisers may win the battle of words, but they'll lose the sale. Instead, your advisers should say something like, "Well Mr. Jones, based on what you've just told me, I can see why you would feel that way. Let me tell you what we've discovered ...".

3. Follow the Elite 5- step procedure for dealing with sales objections: 1.) Hear the customer out. 2.) Feed the objection back to the customer to ensure you understand them: "So what you're telling me Mr. Jones is that you feel you can get the same job done for less somewhere else. Am I correct?" 3.) Respond to the objection. This is where your advisers answer their questions and resolve the customer's concerns. 4.) Confirm your response: "So does this all make sense now Mr. Jones?" As soon as they agree, your advisers should ask for the sale again. 5.) Change the subject: "Now will you need a ride back to your office?"

4. Bear in mind that service advisers are salespeople, not clerks. It is the job of an adviser to help customers make difficult decisions that are in their best interest. If your advisers never put money ahead of people, if they sell from their hearts rather than based on the dollars, and if they follow these recommendations, then a number of things will occur. Beyond just becoming better service advisers, they'll be able to easily handle those sales objections, and most importantly: they will be helping a lot of people at the same time.

# Stay Informed...

## Low Production is Not Your Technician's Fault

By Joe Marconi Ratchet + Wrench

Got your attention? Good! Before I start, let's get something out of the way. Does technician aptitude or attitude affect the productivity of your shop? Absolutely. But this is the exception, not the rule. If your overall production levels are low, that is the sole responsibility of management. Let's look at a few reasons for low production levels.

The first area I want to address is billing. Many hours of labor go unbilled due to not understanding how to charge. This area is most prevalent with testing and inspecting. If your technicians are handed a work order, with no direction and not a clear process of what to do, or when to stop and ask for labor testing fees, there will be a ton of wasted labor hours, never to be recovered again.

Next is training. Service advisor and technical training is a key component to high production levels. But let's not forget in-house training. All policies and procedures must be reviewed often and refined if needed. Your team must follow a process. With no road map, labor dollars are lost. By the way, if you don't have procedures in place, you need to make this top priority.

Every successful organization has a detailed set of workflow guidelines.

Let's look at shop layout. How organized is your shop? Are shop tools and equipment readily accessible? Or do techs tend to wander around looking for the shop scanner or TPMS reset tool. Are stock items such as wiper blades and oil filters fully stocked and cataloged properly? Do technicians have separate access to technical information? Or are techs waiting to use the same computer station? Again, all these things kill labor production, which kills labor dollars.

Next up is scheduling. There should be a structured approach to scheduling where the day is balanced with enough opportunity to make profitable sales. Have a process where vehicle history is reviewed before the customer arrives. Any previous service recommendations or notes is any opportunity to make a sale. But the key ingredient is in preparation. A customer that's scheduled for an oil change may have forgotten that he or she received a recommendation for tires. Informing the customer at the time of scheduling and preparing for the work ahead of time, greatly improves productivity and overall efficiency.

Another problem area is with service advisors and their workload. The service adviser, in many situations, handles the front counter, the phone, scheduling, helps with dispatch, part procurement and sales. All these tasks are critical to the daily operations. However, nothing happens in the shop until a sale is made. You need to look at your service staff. Are estimates getting processed quickly and upsells getting back to the technicians in a timely manner? If not, this is another area where production suffers. Carefully analyze your staff and run the numbers. More estimates processed means more sales and higher profits. Adding a service advisor or an assistant may be the missing link in a shop's production problem.

Knowing your numbers is another key component to attaining high production levels. I will refrain from giving you benchmark numbers, since all businesses models are different. With that said, you need to determine your breakeven and establish your labor goal for the week. Then knowing your labor goal, you need to calculate how many labor hours you need per technician. Then, you need to communicate this number to each technician. Having clear expectations and knowing the goals of one's position is essential for hitting production goals.

With regard to the technician's responsibility, let's remember one important fact; the technician has control over his or her efficiency. That's it. If you dispatch a four-hour ticket to a tech, the ability of the tech to meet or beat that time depends on the technician's skill, experience and training.

There are a lot of other factors that influence production, such as the right pay plan and hiring the right people. But perhaps the most important influence is leadership. The shop owner or manager must study and look at the entire operations of the shop. Productivity goals must be established and then a system of monitoring production must be put into place. This includes sales goals, as well. Service advisors and technicians must get continuous feedback on their progress.

Improvements in sales and in production, no matter how small, must be celebrated.

The bottom line is this: If you're not happy with your production level, you need to look at every aspect of your company that influences production. Improvements in key areas put technicians in a position to win. When they win, so do you.

# Stay Informed...

## **J.D. Power Study Finds Younger Consumers Most Often Rely on Service Location Recommendations**

Along with finding that service quality continues to be a key driver of customer satisfaction among consumers, the J.D. Power 2018 U.S. Customer Service Index (CSI) Study released Thursday found that younger customers who get their vehicle serviced are more likely to rely on recommendations from friends or family. Nine percent of Gen Y car buyers select a dealer for maintenance or repair work based on recommendations, compared to just 5 percent of Boomers who more often rely on prior experience and convenience of location. That was just one finding from J.D. Power's CSI Study, which measures customer satisfaction with service among owners and lessees of 1- to 3-year-old vehicles, visiting both franchised dealers and independent service facilities.

Overall, the study found that there was a 12-index-point increase in satisfaction from a year ago. J.D. Power also added a new metric this year: the Net Promoter Score (NPS), that measures customer loyalty and predicts business growth. "There's a strong link between a brand's CSI score and its Net Promoter Score," said Chris Sutton, who is the J.D. Power vice president for the U.S. automotive retail practice, in a news release. "When a customer is happy with the service a dealer provides them, they're more likely to tell their friends and family members about it. This experience creates promoters for the vehicle brand who are more likely to return to a dealer for repairs and common services like oil changes and replacement of batteries, brakes and tires. Increasing the number of brand advocates is the pathway to growth for dealers looking to generate repeat business and bring in new business based on positive word-of-mouth," Sutton said. "It's also good news for manufacturers, because satisfied customers tend to stay with a brand and bring others with them," Sutton added. "Anything less opens the door for customers to shop elsewhere." Another finding: the study also suggests that dealers can benefit from offering effective online scheduling tools for service visits — and getting the word out about online scheduling in the first place. While younger and older customers may differ when it comes to the most common reasons they choose a dealer for service, using the internet to schedule service has increased for all generations, according to the study. Almost 24 percent of Gen Y customers were found to schedule their service via the internet, compared with just 10 percent of Pre-Boomers. Fielded in 2017, from October-December, the 2018 CSI study is based on responses from 74,021 owners and lessees with 2015 to 2017 model-year vehicles.

# Stay Informed...

## 2019 ASCCA Raffle, sponsored by AESWave

It's that time of the year again for the ASCCA raffle. Just like last year, ASCCA members who purchase a raffle ticket have a chance to win a new Autel MaxiM IM608 (MSRP \$3,950).

Tickets are only \$25 each and \$5 of each purchased ticket will go to Ch. 48 (or whatever chapter you are from). If you want to purchase a ticket, contact Travis Guy at Yorba Linda Auto Service by calling (714-970-8774), by email ([travisguy@yorbalindaautoservice.com](mailto:travisguy@yorbalindaautoservice.com)) or at a chapter meeting.

Tickets will be delivered to members that purchase them at the next Chapter 48 meeting after they were purchased. Tickets can be purchased now until Dec. 20, 2019. The winner will be announced on Jan. 25, 2020, during the January Team Weekend. You do not have to be there to win, but we would love to see you there.

For more information about the Autel MaxiM, visit <https://www.aeswave.com/>. To register for the January Team Weekend, or any other Team Weekend, visit <https://www.ascca.com> to register or to get more information.

Interested in going to Team Weekend but have never been? Contact Travis about reimbursement opportunities for first time Team Weekend attendees.





## Northern & Southern California High School & College Transportation Student Career Fairs

### Northern CA Event

**Tuesday, October 22**  
**Contra Costa College**  
2600 Mission Bell Dr.  
San Pablo, CA

### Current Lead Sponsor:



### Southern CA Event

**Thursday, October 24**  
**Cerritos College**  
11110 Alondra Blvd  
Norwalk, CA

The Collision Repair Education Foundation will be organizing transportation (**collision, auto service, heavy duty, etc**) student career fairs in California this October that will be attended by hundreds of high school & college students and local/national industry employers. Don't miss out on this opportunity to meet industry employers.

### Opportunities To Participate P/ Event:

- **Lead Sponsor: \$3,000 (6 available):** Corporate logo on sleeve of student tech shirt, host a student break out session, table at event, student resume list.  
**\*\*\*To have logo on student shirts, lead sponsorships need to be secured by 9/20\*\*\***
- **Table Sponsor: \$1,000:** Table at event to meet students, copy of student resume registration list.

**Register your company for this event by emailing:**  
***Tiffany.Bulak@ed-foundation.org***

# 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

**December 4th, 2019-** Holiday Event



## ASCCA Code of Ethics

1. To promote goodwill between the motorist and the automotive industry.
2. To have a sense of personal obligation to each individual customer.
3. To perform high-quality services at a fair and just price.
4. To employ the best-skilled personnel obtainable.
5. To use only proven merchandise of high quality, distributed by reputable firms.
6. To itemize all parts and adjustments in the price charged for services rendered.
7. To retain all parts replaced for customer inspection if so requested.
8. To uphold the high standards of our profession and always seek to correct any and all abuses within the automotive industry.
9. To uphold the integrity of all members.
10. To refrain from an advertisement, which is false or misleading or likely to confuse, or deceive the customer.

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