

DRIVING SUCCESS

Inspiration | Information | Tips & Tricks



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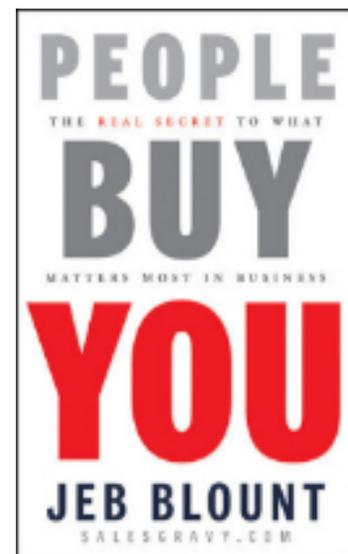
Marketing Minute

TAXMAN SPECIAL!

With tax season right around the corner, why not capitalize on a negative and make it a positive? With a simple postcard, you can engage your customer with humor and a savings by offering to pay the sales tax for them for any service or repairs they have performed from the end of February to April 15th. If you would like a copy of the postcard, click [HERE](#) to request a customized template we'll develop just for you for FREE!



**Yippee, I Have a New Employee!
Now What?**



What do you think is most important to your success this coming year? Is it your education, experience, product knowledge, reputation, price, guarantee, or location? I'm afraid not. If you want to know the real secret to what matters most in business, just look in

Hiring an employee can be a very rewarding experience. The new employee has a positive energy and motivation about him that can be contagious. Keeping that motivation alive and thriving should be the goal of every manager/owner. Unfortunately, the new employee typically comes in, is introduced to everyone and possibly given some brief instructions before being put on the front line where he will either sink or swim. His teacher is trial and error which can be discouraging. Fortunately, this is easily avoided.

Having an in depth orientation process showing the new hire what success looks like helps him succeed quicker and bolsters that fresh motivation he brings with him. Below is a punch list of items that when covered will give each manager/owner the tools he needs to successfully acclimate the new employee in a positive and growth oriented way. Another side benefit of orienting a new hire is the opportunity to revisit these important items with your current staff keeping them focused on the important things in your business.

Values of the company

Every company has values. If they aren't communicated regularly, then each employee brings their own values to the table, which can be risky and counter productive. Identifying the values you want your company to embody allows you to find other people that hold these same values. Performing this exercise requires some quiet thought but really isn't that difficult. The challenge is this takes many owner/managers beyond their comfort zone. To avoid this discomfort, we frequently see owners adopt another company's values. The problem with "borrowing" values is what you say is important and what your actions say is important may not align creating both customer and staff problems. Once you have determined what your values are, share them with your staff frequently both in word and deed.

Goals & Minimum Levels of Acceptable Performance

Employees need direction, coaching and feedback on a frequent & consistent basis. The first step in helping an employee succeed is to determine the tasks they need to be successful at, set a measurable goal for that task, show them how you are going to monitor their progress, and how you will provide feedback. The more frequent the feedback the quicker the improvements will come. Each employee should never have more than 3 – 5 tasks that they are measured on.

The other side of this process is letting employees know what

the mirror. You got it and it's YOU! Do these other things matter? Absolutely, but when all other things are equal people buy you first. This book does an excellent job at centering the sale on the sales person in relation to the customer relationship and the customer experience. This easy to read and absorb book is required reading for my clients that will put you ahead of your competition by helping you to understand just how powerful you are!

You can get your copy of this book here:

PEOPLE BUY YOU



About Rick White

Rick White is the founder of One Eighty Business Solutions (180BIZ), a Virginia based coaching and business solutions provider to the automotive and truck repair industries. Rick's clients consider him a trusted advisor, helping them to increase profits and free time while reducing stress. If you would like more business tips and thoughts just like this, please visit our Facebook page at: www.facebook.com/180biz. Rick also provides shorter motivational articles daily when you subscribe to our

unacceptable results look like by setting minimum levels of acceptable performance. Clearly documenting minimum levels of acceptable performance clearly lets the employee know when they are not performing to standard and, when unchanged after coaching, results in termination. This may sound harsh but really gives the employee a clear understanding of your specific expectations of them.

Workflow

Documenting workflow in your business is essential for the new employee so he can see his part in the "Big Picture". Get the new employee familiar with the different forms and documents he will be working with. Knowing where the paperwork goes and seeing the flow of the business keeps stress down.

Communication

Train your new employee on the different communication methods used by your business and the appropriate times for each. What kind of documentation do you need on your repair orders? When is it appropriate to verbally communicate issues versus written? A rule of thumb that I have used quite successfully is, *"If it isn't written, it's a lie"*. Help him to understand that complete, proper documentation builds value and protects the employee as well as your business.

Evaluations

Train your new hire on the importance of performing thorough evaluations of each vehicle worked on. Help him understand this is a win-win-win situation. The customer is made aware of upcoming services and/or repairs before they become major. The technician increases the labor hours billed increasing his efficiency bonus and the shop recognizes increased revenue and happier customers because their vehicles are more dependable and require fewer visits to the shop.

Time Management

Technicians as a rule judge their success by comparing the ratio of vehicles assigned to vehicles repaired. No one introduced them to the concept of performing that repair or service in a timely manner. Think of your technician as an independent businessperson that sells his labor to your shop and he is counting on you to resell that time profitably. If you don't, he will go somewhere that will. You need to help him see that unlike an unused oil filter sitting on a shelf, that the unused (unbilled) time purchased by you at the end of the day is gone forever. Train him on the tools you have to help him track his

blog page. Click [here](#) and sign up to start receiving our morning "BIZ Break" tomorrow: [BIZ BREAK](#). To see how we can help you and your business, please email us at TPG@180biz.com or call (540) 833-2014. We are here to help!



MORE ABOUT 180BIZ

WHAT WE DO: We offer affordable, one-on-one business coaching and training covering all aspects of repair shop management covering these major management areas:

Leadership
Change Management
Financials
Customer Engagement
Employment Management
Marketing
Sales

HOW WE DO IT: We don't just tell you what to do.

1. We show you how to do it.
2. We give you the tools to get it done.
3. We help you manage the change.
4. We support you through the process.

WHY CHOOSE US: We measure our success by your success - really!

-One-on-One coaching methodology
-Each engagement is custom tailored to each client

labor inventory and then coach him on being a better time manager resulting in higher wages for him.

Maintenance Services

Review the time, mileage & condition criteria you have established for each service you recommend and perform. This creates a knowledge in the shop of what services should be recommended and when. It also removes and alleviates the fear of "overselling".

Equipment

Document all equipment in the shop with a checklist and require the new hire to show proficiency in the use of that equipment or be trained and tested on the use of the equipment. A great resource for this is your tool vendors. Scheduling some time after hours where your entire staff can have some pizza and revisit the equipment usage pays off with huge dividends.

Safety/Housekeeping

Review all safety procedures with your new hire. Go through "Right to Know" Training. Review exits, fire extinguishers, smoking rules, etc. Show (do not tell) the new hire the housekeeping standards you have for the shop. A great way to do this is to give him a picture of his work area meeting your standard. A picture is a more powerful way to convey your standard and gives him something to compare. Make sure all your current employees are following the guidelines as well.

Mentoring

Assign the new hire to an employee that they can tap into with questions about procedures and equipment usage. This keeps the seasoned employee fresh and on top of his game and gives the new hire a resource (friendly face) in the shop. Pick your mentor wisely. He must have a working understanding of your procedures and equipment but also a positive attitude and a willingness to help the new hire.

Feedback

Make sure the new hire understands there is a probation period to make sure this career is a great match for both of you. Sit down with the new hire at the end of each day for the first week. Ask him how he is doing, does he have any questions, is there anything you can do to help him. Talk to him three times the second week and decrease slightly each week. Let him know

-No nonsense, no fluff, tell it like it is approach

-We use a simple month to month agreement - no long term contracts!

**WHAT'S THE
NEXT STEP?**
Take us for a **FREE**
Test Drive!

Our TEST DRIVE allows us to see and understand your "unique" situation. If we can help you, we'll tell you. If we can't, we'll tell you that too.

[Click here to email us](#) or give us a call (540-833-2014)! We have limited coaching spots available so don't wait, call **TODAY!**

how much you appreciate him being there and being the professional he is.

By taking this time and investing it in your new employee, you have a much better chance of having someone that values working for you and brings their hands, their head, and their heart to work every day!

PLEASE HELP ME TO CREATE AN EFFECTIVE HIRING
PROCESS!

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