

Auto Shop Tips© by Michael Strautman

mikestrautman@turnaroundtour.com

www.turnaroundtour.com

800-233-8551



Auto Shop Tip #29

The Silver Bullet Revisited

By Michael Strautman

We used to believe that the “Silver Bullet” was purchasing systems to implement in your business. While these types of investments can sometimes prove to be beneficial; they still contribute to the “[Dusty Shelves](#)” syndrome to which many shop owners have fell victim. The “Silver Bullet” is truly the thinking of the auto repair shop owner. After all, shop owners are the ones that run auto shops every day. There are a few ways that a shop owner can actually learn from their peers

Have you ever been to a group meeting? There is truly nothing quite like a face to face interaction with shop owners. We just returned from our first of three [face to face](#) meetings in 2008. One of the major benefits of this type of meeting is the networking opportunity. When was the last time you had an opportunity to sit across the table from another shop owner and share information about how they run their business? Six months? A year? Even longer? We make shop owner networking available online and face to face 49 times a year in our [Lifeline Program](#)

CLICK HERE FOR [DAILY INFORMATIONAL WEBINARS WITH MIKE STRAUTMAN - AUTHOR OF AUTO SHOP TIPS WEEKLY](#) – Meet personally with Mike Strautman regarding how the Lifeline Program will help you with your online networking opportunity. There is no obligation, only a free reward for anyone who wishes to attend and hear about the Auto Shop Lifeline Program. Available Monday thru Thursday at 10 am, 2 pm, and 4 pm! Register now!

I would highly recommend getting to know another shop owner that you respect (that is not a competitor) and ask them to spend a couple of days at their shop. Being in another owner's shop could prove to be a very valuable experience for both of you. You can ask each other questions about why and how; then actually see how their business runs. Do you have any shop owner friends that would be willing to do this for you? If not, consider joining a [group](#) and get involved in personal interaction (either online or in person) with other shop owners across the country. The [online option](#) can be less expensive and eliminate the costly travel expenses.

Before you consider spending any more money on training you should consider learning from other shop owners in their actual shops. To you, it may prove even more valuable than the costly training event.

One of the great things is that some companies are starting to add the online dynamic to the group meeting experience. Going three times a year face to face is not enough to make your emotional charge endure. In fact, most shop owners, after getting back home, have so many fires to put out, that they forget to do anything with the information. Make sure you implement, execute and follow through with changes that will make your business life better for you and your team!

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