

Auto Shop Tips© by Michael Strautman

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Auto Shop Tip #8

How Breaks and Lunches Can Benefit Shop Owners

By Michael Strautman

Did you ever pay for a seminar thinking that you were going to walk away with the secret to business success? Taking classes, going to seminars, and trade shows can be a great way of gathering knowledge to help you with some areas in your business. Many shop owners have told me that they get more out of the *breaks and lunches* at these events than they do during the event itself. Why is that the case?

Peer-based learning is the key. There are shop owners who have strengths in areas you have weaknesses. The breaks and lunches allow you to meet other shop owners and get a sense of their individual strengths and weaknesses. Most of the knowledge in this industry does not lie with the management training company. It lies in the collective minds of the shop owners themselves. The years of experience and different perspective of other shop owners will help you locate the missing link in your business. You will also be more likely to use the information, because it came from a like-minded source.

As a business owner, you should *absolutely* take classes and develop levels of competency in areas that you do not have strengths. For example, take classes to learn about how to budget and handle money. Also, take classes to learn how to advertise effectively, manage your staff, exceed customer expectations, and develop standardized operating procedures for the shop. Take this knowledge and talk to shop owners about how they actually use it. You will find subtle differences regardless of the shop owner you speak to.

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Use your next seminar as an opportunity to network with other shop owners. Get involved in groups and associations of shop owners. If you need help learning how to get connected to other shop owners and learn from them, feel free to email me at mike@turnaroundtour.com.

