

# Build Your Business, Unleash *Your* Dreams!



Transform your  
business with  
this life-changing  
12-month video  
program

**TRANSFORMERS**  
Institute

Most of us started out with dreams of owning our own shop, being our own boss, and living the good life. Unfortunately, 95% of shop owners are overly stressed and lack the financial rewards or freedoms that should come with business ownership. We start the 12-month program by focusing on the mission, vision, and culture of your business. We then move through sales, marketing, and operations. Finally, we complete the year-long program with finance/ accounting, human resources, and IT/Technology. This program is specifically designed to help shop owners, at any stage, build a strong business foundation that will become the catalyst for creating the business of their dreams.



## Transformers Video Tool

### Month 1: **Mission/Vision/Culture/Values**

**We start by building the foundation of your business. The first step in growth is to create a mission, vision, culture and value statement. We cover the importance of these documents in your organization and how to embed them into your company. This document needs to be a living document that you, your employees, your vendors, and your customers know. We will teach you how to make this happen in a real and practical way.**

The foundation of any business is dictated by the founder with, what we call, the DNA of the founder. Birthed out of the founder is the written or unwritten mission, vision, culture, and values of the company. We walk through a process of discovering and helping you get them written down and embedded into your company. Many businesses pass over this important step, yet wonder why they are plagued with cultural issues that stifle the growth of the company. We then take you into embedding them into your culture. We also cover the importance of company meetings and how to make them efficient and productive.



## Transformers Video Tool

### Month 2 and 3: **Sales**

**Zig Ziglar is famous for saying, "Nothing happens until somebody sells something to somebody!" The word "sales" tends to have a negative connotation, but the reality is that to successfully grow your shop, creating a sales culture structured around a sales system and process is paramount to your success. You will learn how to create a sales system within your organization that is consistent and scalable.**

Discover what it takes to put into place an organizational mentality of meeting customers' needs with a focus on sales for both the front and the back of the shop. Define the steps that you and your team will take to establish an effective system to capture consistent sales. Establish a series of goals to accomplish while selling that have accountability and results attached to each portion of the sales process.

To accomplish proficiency and success in any role, you need training along with monitoring and a consistent method of providing feedback. Learn what tools are really needed to train sales effectively. There are attributes and characteristics that are common among great salespeople. Understand the makeup of a successful salesperson and what motivates them daily. The first step is accountability and knowing what the expectations are and who is responsible for those expectations. Gather information daily that will allow you to hold employees accountable with objective measurements and results.

No one likes to be 'sold', but everyone is willing to buy. Gain the knowledge to differentiate between pushing sales and allowing clients to purchase what they need or want. Study and evaluate what KPIs (key performance indicators) need to be tracked, their relationship to each other, and which ones you need in order to have a healthy shop. Know which KPIs need your focused attention in the short-term and which ones will make the difference over a long period of time.

We're going to give you opinions on both team, and individual sales pay plans, along with a potential mix of both as food for thought. We'll breakdown many of the pros and cons of both methodologies and the balance of using both simultaneously. Explore the different compensation structures and what they mean to you, your employees, and the bottom line. Dive into how each one has a different impact on specific areas of the business and evaluate what works best for your situation.

Without a target, you don't know what to shoot for, and this leaves professional salespeople craving for feedback and a feeling that they lack accomplishment or success. There are simple ways to keep score without deflating employees, yet clearly illustrating to them where things stand.

Learn more about how the objective analysis of a repair order will open the window to what's happening in your shop. From the inspection to the sales, and everything in between, you can glean great knowledge from doing a comprehensive repair order audit.



## Transformers Video Tool

### Month 4: Marketing

**A foundational part of any successful and growth-minded organization is marketing. Marketing is so much more than a website or postcards. We explore the foundation of a marketing strategy and plan. From branding to demographics, we cover what every shop owner needs to know about marketing now and into the future. .**

A wise person once said, "marketing is everything." This can be interpreted as marketing is the most important function of the business or, marketing is literally everything a customer sees, smells, tastes, and hears from your business. We start with how you answer the phone, what impression are you giving your customer or potential customer. Many shops have never listened to their calls, yet will spend thousands more on marketing, but not invest time measuring their conversion rates.

The landscape for finding what you need has changed. Your most powerful tool moving forward is the ability of a customer to find your shop and understand exactly who you are and what you offer, and be able to communicate with you hassle-free. This begins with your website, but if people can't find you, what good is it to have a well laid out and thorough website? In today's marketplace, you must be not only top of mind, but also top of the search. We will explore ways that you can intentionally position yourself for better exposure and a higher ROI on your marketing dollars.

First impressions are lasting impressions and it's extremely important when a customer brings in what is their second or third most valuable asset and entrusts it into your hands for the first time. Learn the nuances of how to make a positive and lasting impression on your customers with a shop that exceeds their expectations. The greatest website in the world may backfire if the shop appearance and cleanliness do not match.

Many shop owners do not invest in or know what goes into building a brand. Although a logo is important, it is just the first step in building a brand image to attract the customer you want to serve. Learn how neighborhood demographics should be considered in how you brand and market your shop.

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Learn from our panel of experts what makes up a great website that drives vehicles to your door. They will break down the myths of internet marketing and help you choose the most qualified companies to help digitally market your shop. Google is ever-changing, and it takes a lot to stay ahead of the pay-per-click marketing curve. Our experts will explore strategies to help you dominate your local market.

If direct mail were dead, you would not see large corporations still spending billions on direct mail. Learn powerful tips and strategies that work to grow your company with direct mail. Direct mail is one of the top marketing tools multi-location repair shops use to build their empires.

Learn how to leverage community service to build a lasting brand in your neighborhood. Leveraging local TV, radio, and social media can dramatically increase brand awareness in your local market. This is just one of the most overlooked unique differentiators your company can have. You will learn the ins and outs of a strategic and powerful social media campaign.

Videos are a great way that today's customers want information that they can watch quickly to assess whether they'd like to move forward or not. It's imperative to post condensed and highly informative information that current customers, as well as potential customers, can view regarding your organization.



## Transformers Video Tool

### Month 5, 6, and 7: Operations

**We take a deep dive into how the best automotive service and repair shops in the country run. As the old saying goes, “There’s more than one way to skin a cat.” Likewise, there’s more than one business model or system that can be successful. We expose you to the “best practices” and let you create an operational system that is logical and duplicatable as you scale your business.**

Most shops build their systems and processes to cater to the business. Although this is important, the business also has to focus on the customer experience. Assertive and direct communication and transparency go a long way to building trust. Having solid, duplicatable systems and processes ensure quality and consistency.

With technology ever changing, we explore how the most successful shops manage their workflow from the initial write-up, to the vehicle walk around, to the delivery of the vehicle back to the customer. We will explore internal and external communication tools and how scheduled daily, weekly, monthly and quarterly meetings can dramatically improve workflow and efficiency. They also help bring issues to the table and get problems resolved before they cause disruption in the shop.

Every shop needs to be concerned about the safety of their employees. Learn how to create your own safety program and keep preventable safety-related issues from affecting your business.

Shop owner and managers need to have the KPI's that are important the business model. We will share how scoreboards can help build teamwork and get your team winning the game of business. Posting the right KPI's can drive your shop to success, but sharing others can cause division within your organization.

One of the most difficult and time-consuming tasks for most small businesses is building out their employee manuals, policy manuals, operation manuals, and training manuals. Although there is no short-cut to getting this done, we talk about the importance of documentation and how they can be used to leverage the sale of your business or be the foundation for growth.

Learn the secrets successful owners use to grow their company by leveraging written goals and managing their time. Those who fail to plan, plan to fail. Taking time to think strategically about their business is imperative to its future success.

Are you getting all the parts credits owed to you? Are your employees taking parts out of inventory, or worse, taking cash or customers from your business. Learn some basic measures you can put into place to reduce your risk of losing any of the money you have worked so hard to earn.

Hopefully, we educate our customers on how to take great care of their vehicle, but do we do the same for our company vehicles or our facilities? Putting systems and processes in place, along with training and accountability, can ensure long life from your company vehicles, equipment, and facility.



## Transformers Video Tool Month 8 and 9: Human Resources and Administration

**We all know that in order to grow our business, we must have good people. We dig into what it takes to recruit, hire, train, and retain the talent your organization needs to grow and thrive. We cover the highlights of a solid HR program and how to create scalable systems and processes.**

The personality of any business is established by the leadership of the organization. We're going to dive into what makes a great leader and how to improve your leadership skills to not only better yourself, but helping optimize the performance of the individuals on the team. The next most impactful impression to the personality of an organization is the communications within that organization. We'll lay out and discuss the four different styles of communication. We'll discover why one of the styles is the only healthy way of communicating as a leader and as an organization.

We're going to find no argument from anyone as to the difficulty of finding great employees, whether it be a service writer, lube tech, or a technician. The task is even more complicated when we are looking for the right person to fill a store manager or shop foreman position. This series of videos is going to help you gain the knowledge and the best practices in the industry for recruiting, interviewing and onboarding a new employee. With the knowledge and work that we've already done, we'll expedite and narrow the scope of candidates saving both time and resources. There are techniques and tools that you'll pick up to help improve the probability of hiring the right person the first time.

Once we find the right candidate, it's imperative that we onboard them into our organization with expectations of success and make them a contributing team member. Learn what guidelines you should have in place to assist a new employee in understanding and becoming proficient in your shop's systems, processes, and procedures. This critical onboarding phase helps build long-term success for the employee and minimizes the disruption to current operations, all the while smoothly blending the new employee into your operations.

*"It's because of this Transformers Group I was able to find the right road to drive to get to my second location. It was an amazing experience for me because I made A LOT of mistakes on my first location and I wanted to minimize those kind of mistakes on the second location.*

*Transformers consulting opened my eyes to their combined experience's and expertise to not make certain moves with the Acquisition. I'm ever grateful for their guidance as a group and as individuals.*

*Thank you for having this available for those of us that admittedly know they do not know what they are doing but want to do it correctly."*

Chris Heintzman, Owner  
MBClinic

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As much time as we sometimes must dedicate to recruiting new employees, we should spend abundantly more time retaining employees. It doesn't matter what source of research you adopt, the bottom line for a small business is that turnover is extremely costly financially and culturally. Pour efforts into learning why your employees like working for you and what motivates them to stay with you.

Understand the power of job descriptions, pay plans, and an organizational chart. When everyone has a clear understanding of their roles and responsibilities, it allows for proper accountability and structure. We're going to justify all the reasons why it is vital that you have a comprehensive, well thought out, and easy to understand employee handbook. Employees simply want to know what is expected of them, what the guidelines are for basic workplace conduct, and how to adhere to your desires for how the business should run.

One of the major differentiators between successful companies and those that aren't, is their training programs. We discuss the merits of internal and external training programs and how they can help or hurt your business. With the rise of technology, there are now multiple software platforms available to build out a training program.

We all know the importance of growing our own employees. We will explore what the top companies are doing to recruit and develop their future workforce. We will also discuss the building of career paths within the framework and structure of your business model.



## Transformers Video Tool Month 10 and 11: Finance and Accounting

**Every successful company needs not only good people but also a rock-solid accounting system that is built to scale. We will dive into systems, processes, and strategies to create a strong accounting department that will provide the owner the tools needed to successfully evaluate their financial position. You will learn how to communicate with banks and accountants as you are building a strong foundation to grow.**

Understanding financial statements are foundational for a business owner. We will help simplify the process of understanding what the different documents are and what you can learn from them. We will show you how to set up a chart of accounts for future growth.

Is business debt okay? We will have an open discussion on the pros and cons of debt and how to approach debt with a healthy mindset. If you choose to leverage your credit to grow your business, we will share some strategies to minimize your risk.

Every business, at some level, will likely experience someone attempting to commit fraud in some fashion. Creating checks and balances in your cash handling and accounting processes will help identify and possibly prevent embezzlement. Learn to "trust, but verify" by creating a system to oversee the financial transactions in your company.

Learn the basics needed to create a rolling budget for your company. Nobody has a crystal ball, but past performance is a good indicator of future sales. Most companies that have a budget do not take into account traditional low sales months and months with fewer business days. Using a daily budget tool allows you to make quick adjustments to your business instead of waiting until you receive your P&L and realize there was an issue and it's then too late to make an adjustment.

Whether you do your accounting in-house or have an external company do it for you, we will help you understand what a bank reconciliation is and why it's important, as well as help you learn proper record keeping methods and how to well insured in all areas of your business.



## Transformers Video Tool Month 12: IT and Technology:

**Technology is changing at lightning speed. In this course, we cover the ins and outs of building a solid infrastructure for a growing automotive service and repair business. With all the different software and hardware options, our goal is to educate you so you can make informed decisions on what is best for your business and how to choose the right vendors.**

Deciding what point-of-sale software is best for your business is no small undertaking. Technology is changing fast, so starting with the needs of your business is a very important part of the process. We give you tips to help you interview and choose the right software company for your business.

Most progressive shops have adopted a Digital Vehicle Inspection platform. We talk about the importance of using this tool properly to increase your sales without slowing down production in your shop.

Is your shop full of filing cabinets? Moving to cloud storage is the wave of the future, but should you go 100% all in? We will discuss the ins and outs of digital and local storage. We interview an IT specialist who will guide you in making the right decision for your operation.

In today's world, having a robust virus protection system in place is a must for businesses of any size. This does not stop the endless phishing emails and scams we are bombarded with every day. Even the smartest employees or owners can be fooled. Our IT expert will discuss how to have online safety protocols and what they should entail.

The phone is the absolute lifeline to our business. Learn the latest technology and increased functionality of having a modern and expandable phone system. Learn about the systems available that record and monitor calls.

**We are excited to take this journey together. There is a saying around the Transformers Institute that "Information is not Transformation." We worked hard to give you the basics of building a rock-solid business that's capable of expanding and growing. You will now have to take this information and begin transforming your business. Remember, Rome was not built in a day, so pace yourself and just endeavor to make consistent progress. You'll be shocked by how much you will accomplish over the next 12 months. The Transformers Institute team is ready to assist you with additional live training, coaching, and mastermind groups. Please keep us posted on your progress and subsequent transformation at [greg@transformersinstitute.com](mailto:greg@transformersinstitute.com)**

*"I wanted to grow my business, Dynamic Automotive, but I had found it difficult to replicate the success we had at our first store. Even after our fourth location I still felt we were spending too much effort to make the new location successful.*

*Joining the Transforms Mastermind group has changed EVERYTHING! We have been able to identify issues with under-performing locations and have developed a process to expand while keeping us consistent across all locations. Presenting our challenges to Greg and our group has given us real world solutions to real world problems — all have produced incredible results. If you want to grow smartly, join the Transformers!"*

Dwayne Myers, Owner  
Dynamic Auto

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Greg Bunch is an automotive industry entrepreneur and a successful multi-location shop owner. He is also an industry-leading speaker, trainer, and consultant who founded the Transformers Institute. Greg's automotive journey began in southern California where, as a teenager, he fixed Volkswagens as a hobby. He became a master technician and has also been a service advisor and a manager before making the transition to starting his own shop. He has since grown it to a multimillion-dollar company that has sold over \$70 million in service since he opened his doors in 2001. His journey has led him to share his knowledge by serving on the boards of Ratchet and Wrench magazine and the Automotive Institute of Science and Technology. Greg's unique approach to life and business has inspired people to work hard to become the best that they can be. His mission is to 'transform' the auto repair industry while helping others do the same. Greg resides in beautiful Colorado with his wife Elaina and has five children, and eight grandchildren. He enjoys spending time with his family, exploring the great outdoors of Colorado, off-roading, performance driving, and traveling.

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