



# ***General Manager Process***

Thank You for Attending this

**Results** Zoom Meetings

Live Today and Library Content Soon

Powered by **YOU NET RESULTS**

**Continuing General Manager Thinking**

**General Managing is a Process....**

**When Utilizing YOU ***TOOLS*****



# *General Manager Process*

You Net Results *Premier* Automotive Guide

Brian Gillis





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# ***General Manager Process***

## About Brian Gillis...

- 25 Plus Years operating auto repair shops in Texas, Georgia and Colorado, multi unit stores
- Hired and Trained over 2000 staff members
- Budgeting and Profits Brian's Specialty
- Smooth as silk with customers
- Polished and Professional
- Seasoned Automotive Veteran
- Owner and Founder of YOU NET RESULTS





# ***General Manager Process***

## **YOU *TOOLS.. Confidence***

**COACHING GROUPS BUILD CONFIDENT General Managers for Auto Repair Shop Owners and Staff**

- Define confidence in you own words
- What do you have to do to become a confident leader?
- What does each of your staff members need to do to be come confident?

## ***General Manager Process***

- At You Net Results, we know that you want to be a fearless auto repair shop owner. In order to do that, you need business coaching to become confident. The problem is lacking the know-how to build that confidence, which is making you feel frustrated.
- We believe you should not only be successful, but also that you should define what success looks like for you. We'll help you get there!
- We understand how you can be frustrated, and we care how you win the day. We've been there, amassing 25+ years in auto repair business operations experience.



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# General Manager Process

## YOU **TOOLS.. Silent Thief**

How long are you going to let **Silent Thieves** rob your automotive repair shop? With **Poor**:

- Leadership and Management Processes
- Front Counter Processes \*How-to Manual
- People Staffing Processes \*Daily Operations
- Financial Processes
- Do **YOU** need to stop the theft of your future?
- Are **YOU** willing to do what it takes? If **YOU** don't fix the **silent theft** – **YOU** might as well put the key under the door...and not come back tomorrow!





# ***General Manager Process***

Many have discovered in the past...

- General Managing can be a process!
- General Managing can be learned!
- General Managing can be taught!
- General Managing can be “FUN”!
- General Managing can be systemic!



# ***General Manager Process***

## **YOU *TOOLS***

*It's easy* to build a General Manager process but  
it's easy not to!

*How-to build* Your General Manager Process  
6 Steps

1. Thinking 2. Words 3. Action
4. Habits 5. Perseverance 6. Attainment





# *General Manager Process*

## **YOU *TOOLS.. Agenda for 5.12.20***

- Top 10 Things as GM you must do well
- TTI GM General Job Report Show & Share  
(TTI Admin /General Family Auto Service)

Hierarchy of Competencies (Page 6)

Summary of Top Competencies (Pages 17 - 19)



# ***General Manager Process***

## **YOU *TOOLS..***

Top 10 Things as GM you must do well

1. Number Savvy
2. Delegating skills
3. PAHR – Prepare-Attract-Hire-Retain
4. Communication skills
5. Casting a Vision



# ***General Manager Process***

## **YOU *TOOLS***

Top 10 Things GM must do well

6. Time Management

7. Diplomacy

8. WOIT-Working-On-It-Tuesday

9. Training, Teaching getting Buy-In

10. Motivating other



## *General Manager Process*

- YOU ***TOOLS... Proven***

# Attributes For Success



# *General Manager Process*

- **YOU *TOOLS***
- Attributes – What are they?





## ***General Manager Process***

- **YOU *TOOLS***
- Attributes – How do you determine those during the recruiting and hiring process?



## ***General Manager Process***

- **YOU *TOOLS***
- Attributes – How do you know they possess them?



# *General Manager Process*

## **YOU *TOOLS***

- Processes and Systems run your business...  
written or unwritten
- People run the Processes and Systems
- Making your business process and systems  
dependent - **Not** people dependent - **Is** the  
major objective of the General Manager



# ***General Manager Process***

## **What are? Leadership YOU ***TOOLS*****

- They are built for YOUR NET RESULTS
- Designed to help YOU be in Process
- TAP – Turnaround Point Book...Gary Gunn's Voice in Print and Audio
- Moving from Manager / SA to General Manager (M to GM)
- General Manager Silver Bullets do not exist



# ***General Manager Process***

## **YOU *TOOLS***

- Three “P” Triangle People-Process-Profit
- Five **YOU***TOOL***** Player
  1. Financial
  2. Leadership
  3. Management
  4. Strategic
  5. Tactical
- WOIT – Working on it Tuesday
- PAHR – Prepare – Attract – Hire – Retain
- Behavior Never Lies by Richard Flint





# ***General Manager Process***

## **YOU *TOOLS***

- Slight Edge book by Jeff Olson
- Lotus Code by Mark Yarnell
- E-Myth Mastery Leadership Module
- LWOBAS
- SMS – SBS – STS – SPS
- No Reverse Club



# ***General Manager Process***

## **YOU *TOOLS***

John C. Maxwell

- Five Levels of Leadership
- 21 Laws of Leadership
- Developing the Leader With YOU
- Developing the Leaders Around YOU



# *General Manager Process*

## **YOU *TOOLS***

- Go for No by Richard Fenton & Andrea Waltz...  
Go For No Breakthrough Pak (BUY [Link](#)), Hard Copy of Book (BUY [LINK](#)), 2 CD Pack Audio (BUY [LINK](#)),
- Coaching for Improved Work Performance by Ferdinand F. Fournies ([BUY Link](#))



# ***General Manager Process***

## **YOU *TOOLS***

- Must be an immediate impact player
- Must Develop the people around them
- Must hold people accountable
- Must have unconscious competence
- Must have multi-tasking skill set
- Must be proactive



# ***General Manager Process***

## **YOU *TOOLS***

- Must recruit and hire staff members
- Must have grand opening mentality everyday
- Must understand the WHY behind all processes
- Must work every Game Day Saturday
- Must be a continuous learner





# ***General Manager Process***

## **YOU *TOOLS***

***Six Balls*** the General Manager **MUST** carry

1. Product Knowledge
2. Presentation Skills / Salesmanship
3. Recruiting and Development Knowhow
4. Financial Knowledge (Profit, Budgeting)
5. Image (Curb Appeal, People, Shuttle etc..)
6. Customer Service Knowhow



# ***General Manager Process***

## **YOU *TOOLS***

- Must Recognize > Don't Know > Can't do > Don't Care > and what to do about it
- Must have a Yoda Technician on staff
- Must want to have the opportunity
- Must have high energy



## ***General Manager Process***

### **YOU *TOOLS***

- Must understand... What is in the best interest of the shop?
- Must understand... What is in the best interest of the customer?



# ***General Manager Process***

## **YOU *TOOLS***

- Must have proper Track Record
- Must have the personality
- Must be able to Fire Fast
- Must understand Screen Out versus Screen In
- Must understand the hiring criteria
- Must be excellent at required paperwork



**YOU NET  
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## ***General Manager Process***

### **YOU *TOOLS***

- Must understand the staffing PARS
- Must schedule staff for needed times
- Must understand the visit cycle (1-7)
- Must understand and deliver ECM
- Must understand SOS
- Must understand A Team and B team





**YOU NET  
RESULTS**

# ***General Manager Process***

- **YOU *TOOLS***
- Mudlick / Staff Duties

## General Manager Duties

- Must be organized
  - Keep office clean, neat and in order
  - Utilize staff to help ensure invoices and weekly paperwork is both accurate and orderly (example: returns, credits, parts and GS percentages are all proper and to date)
  - Keep inventory accurate and up to date
  - Ultimately responsible for total shop appearance and cleanliness
  - Responsible for ensuring accurate payroll reports



**YOU NET  
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# ***General Manager Process***

- **YOU *TOOLS***

- Morale
  - General Manager is directly responsible for producing and maintaining a positive and conducive environment for both customers and employees
- Hiring
  - Responsible for hiring technicians, general service, and service writers
  - Verifying that all applicants meet appropriate standards
- Training
  - General Manager must be able to be a student for his superiors and a teacher to his subordinates
  - General Manager is responsible for the training of all associates/employees on proper procedures and duties
  - Continuing education with all employees
  - Role playing and training at phone skills



**YOU NET  
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# ***General Manager Process***

- **YOU *TOOLS***

- Scheduling
  - Responsible for scheduling staff for projected sales
  - Responsible for adjusting schedule as needed to meet guidelines
  - Responsible for being aware of local events that would effect sales and require additional staffing (example: School holidays and any other social event that would effect the business)



**YOU NET  
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# ***General Manager Process***

- **YOU *TOOLS***

- P&L
  - Responsible for producing 60% Gross Profit
  - Responsible for being up in sales over last year
  - Responsible for understanding and budgeting maintenance and unexpected cost
- Customers
  - Responsible for ensuring that all customers are satisfied
  - Responsible for gaining trust of customers
  - Responsible for generating new and referral customers
  - Responsible for next day call backs
  - Responsible for ensuring all other call backs are made (example: Missed sale call backs, 12 month warranty call backs, 2/3 month call backs....)





**YOU NET  
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# ***General Manager Process***

- **YOU *TOOLS***

- Sales
  - Responsible for personal sales as well as the overall stores sales and performance
  - Generating sales
  - Verifying that all employees are maintaining and applying the concept properly
- General Manager is also responsible for all the below mentioned service writer duties



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# ***General Manager Process***

- **YOU *TOOLS***

- Taking in Customers
  - Document all customers' information (**E-Mail**)
  - Check all customers' previous information for accuracy
  - Document all customers' concerns and repeat back to customer for verification, and ask pertinent questions about concerns
  - Print work order and get customer signature
  - Print all repair history and/or recommendations
  - Apply to Board
  - Bag with PMI sheet and history
  - Hand deliver bag, with fluid tray
  - Verify and Enforce 10-10-10





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# *General Manager Process*

- **YOU *TOOLS***

- Running the Board
  - Fill in Board **COMPLETELY**
  - Update board (parts ordered, parts in, last interaction with customer, isolated total, and PMI total)



**YOU NET  
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# ***General Manager Process***

- **YOU *TOOLS***

- Building Estimates
  - Check all PMI sheets
  - Must look at all repairs needed with technician
  - Take digital pictures and store in customer file
  - Build estimate in Smart E Cat
  - Print two (2) copies
  - Roll play repair estimate with another service writer/manager
  - Present R.O. writer estimate to customer, and explain repair thoroughly
  - If declined leave open to turn over to another service writer
  - If declined a second time file in missed sales file
  - When approved get signature and file with store bag



**YOU NET  
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# ***General Manager Process***

- **YOU *TOOLS***

- Update board
- Call at least two (2) other vendors for pricing
- Order parts (update board)
- Verify parts upon arrival (with technician), pricing, log in invoice number, and file
- Update board
- Update customer on repair and advise that we will perform a complimentary PMI
- Update board
- Follow-up with technician on additional concerns and initial repairs
- Sell PMI concerns



**YOU NET  
RESULTS**

# ***General Manager Process***

- **YOU *TOOLS***

- Update board
- Verify full documentation on ticket (vehicle information, codes/TSB/recalls, correct description of performed jobs with technician labor times, billing and pricing of parts, and leave documentation of customers' original concerns on ticket for reference)
- Update customer and board





**YOU NET  
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# ***General Manager Process***

- **YOU *TOOLS***

- Other Duties

- Photocopy of returned invoices to be taped to part, original filed
- Check all sanitation of shop (front, bathrooms hourly, and waiting area hourly)
- Service Writer verify completed repairs and test drive completion
- Call customer and update board
- Verification of satisfactory work with customer
- Signature on credit-card receipt and finalized repair order
- Check return shelf/ credits daily
- Ensure GS completion of duties
- Check all supplies for front/office (trash bags, corporate/store bags, etc.)
- Outlook open all day/ reply to all E-mails in timely manner
- Perform all closing duties including but not limited to: parts mark-up, GS labor, closing sheet, cash audit, bank deposit (daily), E-mail closing paperwork, and roll phones

- Become a certified emission inspector



**YOU NET  
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# ***General Manager Process***

- **YOU *TOOLS***





**YOU NET  
RESULTS**

# ***General Manager Process***

- **YOU *TOOLS***



**YOU NET  
RESULTS**

# ***General Manager Process***

- **YOU *TOOLS***

**YOU NET  
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# ***General Manager Process***

## **YOU *TOOLS***

- ALL-In ATL Community ([Web Link](#))
- Addicted to Life (ATL) by Rob Rowsell ([BUY Book](#))
- ATL Quarterly Strategic Action Plan
- ATL 8 Step Building Blocks
- ATL Action Guide ([Get it Link](#))

