

The TOP 12 SUCCESS STRATEGIES from Professional Auto Service CEOs



**COMPILED FROM THE FIRST
1,000+ PODCAST EPISODES**

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**AUTOMOTIVE REPAIR
PODCAST NETWORK**



When I think back to what were the most vital messages that have creamed to the top in the first 1,000 episodes, **and not necessarily in any particular order**, they are:

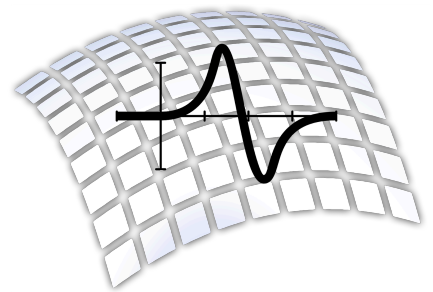
1. **Put Your People First.**
2. **Client (Customer) Service - Is It!**
3. **Culture and Values Rules!**
4. **Processes Are Ridiculously Critical And Win Wars.**
5. **Profit Means Survival.**
6. **Personal Development**
7. **Continual Education Is A Sustainable Competitive Advantage (Training)**
8. **Have Fun!**
9. **Communication Skills**
10. **Network To Expand Your Knowledge.**
11. **Run Toward Technology.**
12. **A Critical Language Shift.**

These are in no particular order; however, you can rank them based on how you would prioritize them in your success track or on what you need to work on.

Imagine we are north of 1,000 episodes of Remarkable Results Radio plus 370 of the Town Hall Academy shows. Since 2015, I've had the passion to interview aftermarket automotive service CEO's, and every one of them found a pathway to success. Many individuals faced struggles, reinvented themselves, hired a coach/consultant, joined a networking group, and implemented self-improvement and business-enhancing tactics.

These twelve key strategies continue to be **king-makers for these CEOs and our industry**. You can put them in any order you choose; however, working any of these or all will crystallize your professional auto repair business in many ways. These strategies will go a long way in creating unrivaled success and profits, and, most importantly, building a business that attracts and retains top talent. With the right people, you attract the best clients and foster a strong culture.

The acceptance of the Remarkable Results Radio Podcast has been extraordinary. As we've reached many episode milestones, aftermarket professionals continue to tune in to learn from one another through our high-quality, professional content, which delivers vital topics each week. The stories of success and solutions are diverse; some were instant, while others took time, and many more were disguised as challenges that were ultimately overcome. In the interviews, you'll hear **unfiltered, honest, raw, emotional truths** about the ups and downs of **growing a business and life in general**. It is not all pretty, but there are a multitude of great success stories, and the goal is to share them all. Find all episodes at remarkableresults.biz



Many CEOs, friends, and industry leaders have contributed to the power of Remarkable Results Radio and should be named in this report. That would add about 10 extra pages. You know who you are who have unselfishly told their story to advance the industry.

As the 100th episode milestone passed, I created a document similar to this with 8 success strategies. With the 1,000th, I dusted off the white paper and created a 12-CEO-Success-Strategies

report for you. I aim to summarize or give you the 5,000-foot view of the key themes that have creamed to the top. These **twelve takeaways** are not based on any specific business management axioms. They are outstanding strategies, ideas, or tactics directly from industry leaders who have made it their passion to grow a great business. These twelve fundamentals, at this moment in time, complement a strong business plan.

These twelve items could appear as Strengths, Weaknesses, Opportunities, or Threats if you did a SWOT on your business. With any strategic plan, you would assess your SWOT, set priorities for each area of improvement, set responsibilities (ownership), and set a completion time.

This concise overview will help you focus on or strive to identify areas for improvement. Enjoy this paper, print it out, make notes, write on it, and share it. Make checkboxes. Write up plans. Share it with your peers. Let it inspire you to create, change, or improve. That would make me happy and support our purpose of advancing the automotive repair service aftermarket.

#1 Put Your People First! You are in the people business.

Gallup defines team member engagement as being “involved in, enthusiastic about, and committed to your work and workplace.” The company’s surveys indicate that just 13% of workers globally fit those criteria. In the U.S., the numbers are better—32% are engaged—but still low. Gallup says the numbers have remained unchanged for 15 years, a disturbing fact.

If your people feel an integral part of the team, your clients will be cared for and always put first in their minds.

If your culture doesn’t exist, is weak, or is just a slogan on the wall, superstar team members will not stay. See # 3 below.

To create engagement with your team:

- Appreciate strengths and talent
- Make work meaningful. With purpose.
- Take time to listen and to solve problems.
- Manage By Walking Around (MBWA)
- Create a FUN place to work. (See #7 below)
- Provide continuing education. (See #6 below)
- Share your goals and numbers.



It is very important that your ‘Personal Development’ is in play and making a difference before you can ever put your people first. Would you work for you? This is an important question you need to ask yourself. More on this in #5.

Communicate with them about what you and the company are doing. Conduct a yearly strategic planning session with your leadership team, followed by a kickoff party where your vision is shared with the entire team. Have some fun, too!

When it comes to hiring:

- Hire slow, fire fast
- Hire for who they are, not for what they know. You can teach everything else.

- Hire for team fit
- Create great ads so you can hire smart. (See Language Shift)
- Be sure your principles and values are discussed during the interview(s)
- Always be recruiting. Always.



Quality people want to learn and lead. Give your people autonomy, hold them accountable, and delegate and empower them. Every piece of this is essential. We must get out of our team's way and see what they can accomplish. We need to, and they want us to hold them accountable.

Allowing them to grow and see a career path will keep them engaged. A family relationship is a great environment, but it needs to be professional and respectful. Don't get so deep that you look the other way. Additionally, access your benefits, including vacation (PTO), uniforms, sick leave, paid continuing education, health insurance, retirement planning, life insurance, and tool reimbursement.

Another significant trend is to hire a firm to assist with recruitment. They can help write ads or manage the process and find you highly qualified, ready-to-hire candidates. You will say you can't afford to hire a recruiting firm. But add up the missing revenue from a critical position and your own time, and you'll soon justify getting outside help. [Episode Compilation for this Strategy HERE.](#)

#2 Client (Customer) Service - Is It! Be a problem solver.

It is about building a trusted relationship and them knowing that you intend to support safe and reliable transportation for as long as they own their vehicle.

There have been many great discussions with service professionals on touchpoints, client retention, and the many ways to continual engagement, such as using a CRM program to text, email, and follow-up calls within 30 days. We've heard of unique gifts of the month, flowers, cold water, and car washes. Some shop owners call their clients when their warranty is about to expire and ask them to bring the car in for a checkup, just in case (how powerful). People remember how you make them feel.

Many auto service professionals love client engagement and family stories. Some have spoken admirably about their first clients, who are still coming to the shop, and about the clients who taught them valuable lessons on the importance of a client service focus (some tough lessons to learn).



Hiring a CXO or Client Experience Officer is typically outside most shop owners' budgets, so every team member must own that directive. If your client has a poor experience, you risk losing their business for their next visit or through negative word of mouth.

A client experience is not limited to your service counter; it encompasses your website, CRM/Texting,

interpretation of their comprehensive vehicle inspection, your community/social media presence, and your total commitment to their safety and reliability.

The most significant focus for client success and retention is Service Advisor education, which has increased tenfold in the last three years. This investment will pay dividends and include coaching and call reviews. Owners must support all the strategies your service team is learning. If you don't, you are wasting your money and their time.

People (clients) remember how you make them feel. A clean facility, effective communication, professionalism, and community involvement all leave a lasting impression and bring value. The value they are willing to pay for and be happy about it.

Please offer great customer amenities, including coffee, water, snacks, current magazines, a local flavor of your town's happenings, and a selection of furniture from the 1990s and beyond. Additionally, provide a designated area for kids. Your wait area should display your values, all ASE certifications, and any community awards you've received. You should also post pictures and bios of your team, including any ASE certifications. All this even though many customers don't wait. [Episode Compilation for this Strategy HERE.](#)

#3 Culture and Values Rules

You cannot touch culture, yet it is a very powerful force in every company. It is the heart and soul of the business. **It is the human factor in any company.**

Culture is a system of shared beliefs, values, norms, and language that provides a framework for your enterprise. It is a way of life that describes your behaviors.

It is not just a slogan. Quality, productivity, numbers, attitude, and respect are the foundation of a company's operations. If your clients love you, it is your culture that they adore. Your culture spawns your client experience. If you get positive reviews, your culture gets the kudos, and your people made it happen. If your team loves to work for you, your culture is the glue.



Many CEOs have spoken of the power of their culture in making their companies very strong. Their cultures are prominent among every team member. When you make a hire without considering the dynamic the new hire will bring to your culture, you may disrupt it and ultimately harm your company. Every team member is part of your culture and completes it (make it count).

You need a set of values that defines your culture. It generates your identity. The way you treat each other and your client. It defines your desire to learn, be a team, take to responsibilities, set accountability to integrity and honesty, and care and respect for each other, among others.

Here is the most profound aspect of culture: A strong culture significantly impacts your business metrics, including employee engagement, retention, loyalty, ethical behavior, productivity, absenteeism, client satisfaction, innovation, employee performance, teamwork, profits, and many more.

Remember that everything presented in this paper is part of your culture and value set and includes every team member. You will never achieve collaboration, accountability, and harmony without a clear set of values and a strong culture. You should attend a few seminars on culture to help you learn to nurture it. One critical piece is your leadership. You should always be learning about and assessing that for yourself and your team.

A commitment to quality is integral to your culture and values. Peter W. Schutz, the former CEO of Porsche, said in his book *Driving Force*, 'It is difficult for the quality of any business to rise above the quality of its client.' Quality can help you build your reputation and find the right clients willing to pay for your commitment to quality. [Episode Compilation for this Strategy HERE.](#)

4. Profit Means Survival. Know Your Numbers and How They Are Generated.

For many shop owners, profit has stopped being a dirty word. It truly means survival. Since the pandemic and our rising costs, including the cost of retaining great people, creating solid profits means survival in many ways.

Coaches are focused on helping their clients reach or grow beyond a 20% Net Operating Profit. Many CEOs have adopted the Profit First principles by segmenting their daily cash intake to ensure there is sufficient money to pay themselves, the tax authorities, their employees, and suppliers. When you run out of cash for any reason, you either need more sales, more margin, or fewer costs.

For many CEOs, profit is life-sustaining. Without profit, you can't increase wages, pay off debt, invest in new technology and equipment, improve your facility, or even consider a business opportunity to expand.

Your life is invested in your business—the hours, the money, and the risk. You deserve a profit, and you deserve to know how to structure your company to earn an honorable profit.

Some industry surveys show that the average shop earns 9.9% net operating income. If your shop generates \$1 million in sales, that would translate to \$99,000 in profits. Some surveys show 4.5% net income. At \$1 million in sales, that translates to \$45,000 in profit. Yes, you must pay Uncle Sam, but remember that profit is also used for the owner's bonus.



Many visionary CEOs opt to hire a business coach and see their businesses flourish to new heights in sales, margins, and profits they only dreamed of. This goes to point #5 above (Self-Development). You need to accept an accountability partner to elevate yourself as a strong CEO. Don't let your ego say no.

Understanding where the money goes is critical for you and your people. There is a trend to expose the profit and loss statement to your team and how it is generated. Knowing that expenses are paid from Gross Profit Dollars is an almighty principle for financial management. Knowing your key performance indicators (KPIs), such as average repair order, effective labor/service rate, and average monthly sales by bay and specialist, is critical to success and profit. For many, learning how to affect

these key indicators helps catapult businesses into the green. NOTE: Having the correct labor rate for your profit goals, market, and talent/service level requires you to do some math.

You can't sustain your business, hire great people, and pay them a strong living wage and benefits without profit. Top shops learn how all of these 12 strategies work together to create strong, profitable companies and generate wealth for their owners. Remember, it is okay to make money. [Episode Compilation for this Strategy HERE.](#)

#5 Processes Are Ridiculously Critical And Win Wars

Many business owners come to realize over time that having strong processes and procedures is the only way to achieve consistency within the organization. Growth only occurs when the business operates on a well-defined set of guidelines. These are not the only reasons why processes and procedures are so important.



If your client service commitment is ever to be your most vital competitive advantage, having a great set of procedures ensures that end. You must promise a client that their repair will be completed by the end of the day, with a concrete set of parameters that ensure the workflow flows to a perfect conclusion.

If your processes/procedures are solid and constantly evolving, you can win the competitive fight for the client's mind. The word-of-mouth or quality reviews you get from clients are based on the strength and quality of how you get your work done and how your team follows those guidelines.

Even more so, if an owner ever wants to go on vacation, attend a conference, or meet in a business group setting (such as a twenty-group), the business must run smoothly and efficiently, relying on good processes and procedures.

Owners involve their team in writing and perfecting their procedures and commit to enhancing them as an ongoing principle. Many shop owners put up their policies/procedures on the web so all can access them, and many say that no more than a page should be written per policy/procedure so it is easy to follow and understand.

Effective SOPs enable new team members to get up to speed faster and bring consistency to the business. [Episode Compilation for this Strategy HERE.](#)

#6 Personal Development. You Need a Culture of Learning.



The leader makes the difference (period). It is a journey that we must continually invest in. When I started with the goal of advancing the service aftermarket, we continually explored the role of the leader. For many CEOs, significant personal changes are necessary for their business to improve. It is refreshing to hear episodes about leadership transformation. Everyone goes through unique changes when they want to.

You've heard the sermons about 'the person in the mirror'. That is usually the problem why a business can't get off a dead stop. Some leaders run their businesses as a hobby and not a business. Some recruit people who lack talent, so the owner keeps their status as the smartest. Some give up answers to problems by never giving their people a chance to figure them out. A sign of a great leader is a team where each member is better at something than the leader. Don't be the smartest person in the room on everything.

Some put in their time every day, over and over, and never consider their self-improvement. Attending a business conference can personally transform you and your business, ultimately leading to unrivaled success and wealth. So, rolling up your sleeves and learning to become a better leader, spouse, owner, and team player will amaze you. We've often addressed this critical issue with a message that resonates with everyone who wants to improve. It is time to stop what isn't working and become a professional leader. We offer this learning in our podcast content library.

You will need to know your communication style and your strengths. Assessments can help you identify your strengths and utilize them to thrive. An improved mindset will help you overcome your business struggles. Knowing your leadership style will help you adapt to various situations.

Many CEOs discuss achieving a work-life balance or harmony in their culture, not only for themselves but also for their employees. Life has many commitments and time constraints, both in business and personal lives. Prioritizing work (career), home/family, health/well-being, and community will go a long way in finding a balance. [Episode Compilation for this Strategy HERE.](#)

#7 Continual Education (Learning) Is A Sustainable Competitive Advantage

Continuing education for mechanical and technology specialists, client advocates, shop foremen, operations managers, human resources, bookkeeping, and owners creates a sustainable competitive advantage. You've probably never considered education from this perspective.

A commitment to education as part of being a lifelong learner gives you a competitive edge. The how, who, when, and how much you educate builds the competitive lever you must always have your hand on.

Many CEOs have shared their commitment to continuing education and how they structure their pay programs to align with the hours each specialist works. As technology moves faster than anyone can keep up with, diagnostic sharpness is critical for profitability.

The number of hours your mechanical and technology specialists needs each year varies from 20 to 50 (even up to 80 hours per year). The instruction takes many different forms. On-site (instructor-led) is a quality option and is available in all venues, as shops are also getting together, hiring an instructor, and splitting the cost. There are many national events, but an increasing number of regional events are also held, making participation easier.



One critical piece of a good education culture is to ensure your specialist knows from day one that their job requires 'XX' hours of continuing education each year to keep them sharp and current (you complete the 'XX'). If not, diagnostics and new technology trends will pass them by so quickly that a Mechanical or Technology specialist's value will diminish yearly. Keeping up to date and current is part of the job description today. Investing in your people's development will pay enormous dividends for your business.

Many younger specialists, just entering the field, are hungry to learn. You need to establish a career path and commit to continuing instruction. This makes them more valuable and goes a long way toward retention. This trend needs to be sustained by opening up all education opportunities. Internships and apprenticeships are essential for attracting and educating new talent.

G Jerry Truglia from TST said, **'If you don't update, you evaporate'**.

A big question is: How do I get my team to attend continuing education? If you have to beg, then your overarching culture of continuing development is nonexistent. As an owner, you need to lead the way. You must attend with them. Drive them to the seminars. Even if you are not working in the bays, be in the class with your people so you can ask questions about their takeaways.

An essential tactic for improved absorption and learning is to enable closed captioning for all video instruction. Be sure to remind your team members who invest in educating at home to ensure closed captioning is enabled. Studies show excellent absorption and attention to the class.

A caveat on Sales Education. If you send your advisors for this instruction and they learn a lot of new communication tools and ways to build a relationship and interact with your clients, and you don't let them use their latest tools, you are wasting your money. You need to learn and approve of new methods. The best way is to attend the instruction and decide whether to implement the new tactics. [Episode Compilation for this Strategy HERE.](#)

#8 Have Fun!

There is an adage that says, 'If it's not FUN, it won't last'. When you say this to people, they agree. But is it practiced? Fun is a special ingredient of the most successful service professional CEOs. There are great stories of special lunches, family days at special events, community days to support great causes, and anything and everything you can dream up. Don't be afraid to try something new, even if it seems out of the ordinary. Therefore, be open to new ideas and allow your people to try things.

Fun can also happen with clients with monthly giveaways, spins and get a prize (as much about retention as it is fun). And the ultimate I discovered: A Nancy Sinatra dress-up day! (Wow, Leigh Anne Best over the top)



The strategy of fun relates to your culture and is not always external, as mentioned, but is as much traininternal with your team. Every team member must come to work every day and enjoy their profession and position. Creating a fun place to work is not always about the smiles and laughs, but as much about the environment. Are we clean and organized? Have great restrooms, locker areas,

sound equipment, and effective systems (those procedures/processes again!). Your employee amenities must be superior to those of your clients. And your clients need to be great.

Positive attitudes make the day run smoothly and create smiles for everyone. Reality tells us that we face tough daily challenges, but our recovery matters and should not bring the entire environment down. Getting back to 'fun' requires hard work and commitment from all. [Episode Compilation for this Strategy HERE.](#)

#9 Communication Skills

Great teams communicate, yet people are afraid to “communicate.”

The best industry instructors have fielded communication seminars in the last four years. CEOs have approached this critical area from various angles.

Excellent communication creates an advantage between the client and the advisor. Additionally, the shop's front counter and all workstations lead to the office. This is typically referred to as 360-degree communication.



Not only the words we say, but how we say them, plus our focus and intentionally being a great listener, will enhance an 'All on the same page, All in the same loop to act on every situation with intelligent information to make significant decisions. **As a great listener, listen to understand, not answer.**

You can utilize tools to streamline communication and keep everyone informed. Software tools like Slack or Google Chat are effective in keeping your team on the same page. Additionally, keeping your policies, procedures, and memos in the cloud with Trainual, Google Drive, and/or Good Docs ensures your information is readily accessible to your team and facilitates information flow.

Creating a strong commitment to improving communication does require instruction. Just thinking about it or requiring it will not make it work. There is purposeful communication, and it needs to be taught. One of the most essential aspects of effective communication is listening. Top CEOs in our industry have taken communication classes to ensure that you and your team understand the nuances of effective communication.

Communication also includes your exposure to marketing. Your website is a huge communications portal. What story are you telling about your company? Your presence on social media and involvement in business and community groups count big-time. Many CEOs don't know how to market and are willing to give it up to the many marketing 'experts' we have in our industry. Many talented agencies can take your marketing or inside-out communications to a new level.

Final thought: ask your people how they are doing. Gen Z will not bring up an issue, especially. They will ghost you first. [Episode Compilation for this Strategy HERE.](#)

#10 Network To Expand Your Knowledge

You receive great ideas by going outside for them. Hanging out with peers is powerful. Being involved in client councils with suppliers, peer twenty groups, or involvement in associations and your community is a mighty source of knowledge, energy, and ideas.

Participating in a conference is influential, but the biggest, **‘Force Be with you’ moments come from dialogue with friends or peers during breaks or mealtime.** Expanding your horizons while seeking answers can yield pages filled with strategies and ideas to act upon.

I liken the podcast to this exact example. Your peers, many of whom are experts in specialized areas of the automotive industry and CEOs, have gone on record to discuss, explain, share, and reveal their pathways to success. Most have a rags-to-riches story and are willing to share their stories of struggle on their road to success (which is never done). The podcast slogan: **‘Listen To Learn Just One Thing!’ says it all.**



Networks of peers and knowledge resources are essential, too. The internet helps in this quest. Read everything you can on leadership, systems, clients, culture, and engagement—you get the picture. Expand your network in every way possible, learn from it, store the knowledge and ideas, and work to move your business forward each day, leveraging the benefits of your network's learning curve.

Most importantly, don't be afraid to share your struggles. It will be cathartic when you discover that just about everyone you meet at a networking or 20-group event has been in your situation before. You are not alone in your quest for greatness. You do not have a special secret sauce. Everyone has experienced failure, some more than others.

Remember, when you 'steal an idea shamelessly' (it is okay to do that) and make it your own, it will take on a different feel and look within your business. Your leadership style, facility, marketplace, and team dynamic will morph any new idea into your business and culture. So steal away.

Be cautious of being in the social media echo chamber. You'll always find the answer you seek if you look long enough. That may not be your best or wisest answer. [Episode Compilation for this Strategy HERE.](#)

#11 Run Toward Technology

Technology is everywhere and never stops improving or coming at us. **It is changing our world and has changed your business.** Many entrepreneurs who call themselves geeks find using technology to enhance their businesses inspiring and fun.

Yes, there is a lot to learn every day. Onboard vehicle technology is no longer science fiction. Technology to run and grow your business is also moving fast. Who would have thought that DVI (Digital Vehicle Inspections) is a competitive advantage and a feature to help your



clients? Talk about wowing your clients with technology. The value it brings to your company cannot be measured.

Tablets, smartphones, networks, connectivity, and Wi-Fi are all involved and integrated. Telematics includes driver personal data, vehicle infotainment, diagnostics data, and intelligent transportation system information. This is all part of the tech explosion. Will you embrace this moving force?

It includes remote updating, diagnostics, client convenience features such as GPS, vehicle health, and remote door unlocking.

Add self-driving vehicles, connected cars, and data-driven driving; you could get a Swiss cheese brain. It isn't a time for the weak but for the person who embraces these changes and realizes that someone must repair the car parc, so why not let it be you?

The force of new technology also equates to keeping up, as referenced in #6 above - Personal Development. You can only fully embrace the features of new technology if you learn about it. From the bays to the sales counter, including the back office, there is a lot to learn about tech updates and revisions that continually occur, and a commitment to lean into technology is a very strong strategy.

Embrace technology's many tools, from repair subscriptions to keys and ADAS calibration. [Episode Compilation for this Strategy HERE.](#)

12. A Critical Language Shift

One of the most significant projects I have ever taken on is 'The Rise of the Specialist.' This labor of passion, a Declaration, embodies a language shift that will improve our industry's image and our team members' self-worth and value.

The 10-page report is worthy of download, a read, and implementation. We are gaining momentum as this initiative is strong and will pay dividends for our industry. You can download the report [HERE](#) or at remarkableresults.biz/rise.

Implementing it won't be hard if you believe in what I've outlined. It is essential to gain the buy-in of your team members first. It may take some time to crystallize the language. Don't let your team become complacent and revert to your old language. Remember, this is as much for our internal self-esteem as it is for our clients. Some shop owners have already implemented it. This can go a long way to supporting your strong culture or even helping to make it stronger.

This declaration is a new standard, a transformation for our auto repair service industry. Your help is necessary to get this new Vision, Movement, and Intention to as many shop owners as possible through your CEO network. Download 'The Rise' [HERE](#).

[Episode Compilation for this Strategy HERE.](#)



So what now? Here are a few bonus thoughts. Every point printed below has surfaced in our interviews.

- Succession planning.
- What about specialization? (Model Types, Calibration, EV, Hybrids)
- New equipment, upgraded facility.
- New locations. Multi Shop Operations.
- Marketing for plug-in-hybrids and electric cars.
- Mobile Diagnostics.
- You also need to consider engaging all generations in your workforce and as clients.



There is much to learn from the interviews as they are evergreen and 'On Demand' for your edification. I have to pinch myself about what has transpired since March 2015. Spread the word, the podcast is **AFTERMARKET STRONG**.

Thanks again for your support. Please share this with your peers and industry colleagues.

About the author:

Carm Capriotto admires hard-working auto shop service professionals. "There is an entrepreneurial spirit there that makes them stand out." As an award-winning aftermarket podcaster, he has spotlighted many successful automotive service professionals and interviewed aftermarket business coaches, specialists, educators, students, association executives, and husband-and-wife shop owners. Carm says, 'It's like 60 minutes meets NPR.'

Carm also enjoys interviewing aftermarket industry thought leaders who make things happen and are difference-makers.

In addition to hosting the weekly shows Remarkable Results and the Town Hall Academy, he launched and produces the Aftermarket Radio Network, which has five distinct podcasts, to help advance the independent auto repair service aftermarket.

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|  <p>The graphic has a blue background. On the left, it says "EPISODIC EDUCATION" above "YOUR PODCAST RESOURCE FOR PERSONAL GROWTH AND BUSINESS SUCCESS". Below this is a QR code and a "Get Started" button. At the bottom is the website "AutomotiveRepairPodcastNetwork.com". On the right, a smartphone displays a grid of podcast covers: "REMARKABLE RESULTS RADIO", "MATT FANLOW DIAGNOSING THE AFTERMARKET A to Z", "BUSINESS BY THE NUMBERS", "AUTO REPAIR MARKETING PLUG-INS", "WEEKLY SLITZ", and "OPEN UP". At the bottom of the phone screen, it says "LISTEN TO LEARN JUST ONE THING!"</p> | <p>Why I created Remarkable Results Radio and the Automotive Repair Podcast Network</p> <p>I shudder when a service professional struggles and blames the outside world for their problems. I love seeing successful entrepreneurs and hearing about their great ideas and how they overcame their obstacles. So, I created a podcast that showcases success stories from service professionals and thought leaders. The podcast will help all listeners grasp an idea, affirm their strategies, or make important changes to improve their business.</p> |
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Learn more about your business than you ever have. Listen to Remarkable Results Radio and the Automotive Repair Podcast Network



- ☐ Explore the reaches of leadership, culture, systems, clients and more!
- ☐ If you own a professional automotive repair shop and are always looking for great new ideas or want to affirm your current strategy, you've come to the perfect resource.
- ☐ Are you a technician (specialist) ready to own an automotive service repair business?
- ☐ Are you looking for fresh ideas that you won't find anywhere else?
- ☐ Are you looking to supply your 'desire to learn' with genuine advice from your peer?
- ☐ Ready to listen to raw, unfiltered, honest, emotional, and sincere stories of trials and difficulties along the way to inevitable success.
- ☐ Many successful entrepreneurs started as skilled mechanics but struggled to run their businesses effectively. The answer is simple yet challenging unless you have determined plans (add some education, maybe a business coach, or a 20 group) to get there.
- ☐ Many podcast guests share their stories of transformation, moving from working in their business to working on it.



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