



For Elite Clients only

The Elite Mission Statement: Elite's mission is to use our team of the top experts in America to help automotive professionals reach their goals and live happier lives, while elevating the industry that we love so much. This mission will be accomplished without ever compromising our ethics, or the trust that is placed in us.



Tips for the Pros

*It's been said on countless occasions, "Leaders are readers." There are many books that will help you inspire your team and become a better leader, and last month we recommended **The Daily Drucker**, by Peter Drucker.*

*If you are looking for another book to improve your leadership, pick up a copy of **How to Win Friends & Influence People**, by Dale Carnegie.*

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5 Tips to Increase Productivity

By Bob Cooper

Simply put, productivity is made up of the various contributions from your employees to create a more successful and efficient company. With advisors this may be through increased sales, gross profit, customer satisfaction and positive reviews. With techs this may be through billable hours, along with gross profit, customer satisfaction and positive reviews as well. Although there are countless ways to increase productivity, here are some methods that have been tested by time and are guaranteed to deliver results.

1. The right compensation program. In all cases, you need to provide financial incentives for increased productivity. Whether it be incremental increases in the base rate for techs or increases in your advisors' pay, it's important to have compensation programs in place that recognize increased productivity during a given pay period. I realize many of you have your techs on a flat hourly rate, or in some cases a salary, but we must remember that the behavior we get is the behavior we reward. In all cases, increased productivity should be rewarded to show the employee our appreciation.

2. Praise. When dealing with people, it has been proven time and time again that the best motivator is praise. Praise should always be genuine, and whenever possible, it should first be delivered in a private environment so that the employee realizes how sincere you are. If it is appropriate to praise the employee in front of your whole staff, ask for permission to do so first.

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John Rush

World-Class Elite Business Development Coach

John has many qualities that make it a joy to have him as part of our family at Elite. Not only has he done an outstanding job with his coaching clients, but his passion for helping people really is second to none. John owned and operated some of the top shops in America, they won the AAA Shops of the Year award, and today his dedication to others continues as he helps our clients and hosts a very successful car talk radio show. All who know John will certainly agree that he is a true superstar in countless ways.



Spotlight Elite Coaching Client



It's an honor to congratulate Elite Top Shop 360 clients Dustin and Nolan Brown, owners of Brown's Automotive Experts, for doing an amazing job with their business since teaming up with coach Jim



Nolan & Dustin Brown

Buttitta in March of 2018. Nolan and Dustin hit the ground running by attending the Fly with the Eagles course right away, and by the fall of 2018 they reached their first major goal of purchasing the business from their father. Since taking over as owners, they've built a new website and established new branding for the company, implemented an ongoing employee review process, and even hired three new sales superstars through their new recruiting program. However, their most impressive accomplishment is reaching their goal of opening up a third location. They found the location this Spring, then remodeled it, equipped it, hired employees, put processes in place, and officially opened for business on July 15th! Dustin and Nolan are committed to doing what it takes to be successful, and to servicing their community with honesty and integrity. We're truly proud to call them part of the Elite family.

5 Tips to Increase Productivity (continued)

3. Rewards that touch the families of your employees. At Elite we refer to these rewards as "Go-Home" rewards, because our belief is when you hire someone, their immediate family becomes an extension of your business. When you provide your employees with movie tickets, dinner certificates or other rewards that can be enjoyed by their families, then their families will become your champions, and they will help keep your employees inspired. This in itself will have a great impact on their productivity.

4. Little things. As we all know, it's the little things that matter. When you give an employee a hand-written thank you card, buy them lunch, or simply put a Post-it note on their tool box that reads "You're awesome!", it will have an incredible impact on the employee, which will lead to increased productivity.

5. Compassion. There is no question that when your employees know that you truly care about them and their families, their respect and admiration for you will grow. Not only should this provide you with a tremendous sense of pride, but showing compassion leads to more dedicated and productive employees as well. This is I can guarantee.

The Industry's #1 Sales Training

[The Elite Masters Program](#)



Next course starts Sept. 5 - 7, 2019

Note: This course always sells out weeks in advance, so don't delay!

As an Elite client, you are entitled to a substantial discount toward the most powerful ethics-based service advisor sales training available in the industry. At Elite we have trained thousands of service advisors, and the reason for our popularity is because our clients love our ethics and they love the results they see. To learn more about this powerful course, you can visit our website, or call Jen Monclus at (800) 204-3548.