



A Holiday Season Checklist For Top Shop Owners

By Bob Cooper

The top shop owners in American know one way of staying ahead of their competitors is by having the right goals in place, properly planning for the months and years ahead, and having a list of action items that will lead to their success. As we are coming into the holiday season, and while many shop owners will be frantically trying to guess as to what the COVID and the economy are going to bring next, the industry leaders realize there are a number of fundamentals they can't overlook. My objective with this article is to provide you with a "checklist" of time-tested action items that will help you remain laser-focused, and better ensure your holiday season is one of the best ever. Once you have read this list, I would strongly encourage you to print a copy, and then check off each of the items once completed. If you do, I am confident you will be pleased with the results, and you'll find this holiday season to be unlike any other.

- Start with the End in Mind.** Set dates and times in your calendar to work on finalizing your long-term goals, your 2022 goals (along with the relative budgets), and your 2021 year-end goals.
- Schedule your End-of-Year Team Meeting.** During this meeting you'll need to review 2021 and thank your team for all that they have done for you and your shop, and you'll need to review your long-term goals, your 2022 goals and the goals you'll have in place for the first quarter of 2022.



A Holiday Season Checklist For Top Shop Owners

By Bob Cooper

- Put the Proper Rewards in Place.** Consider any incentives you are able to put in place to better ensure you reach your year-end 2021 goals. These can be rewards for your entire team as well as individual performance goals for each employee. Remember; The behavior we get is the behavior we reward.
- Meet With Your Accountant.** The top shop owners know that there are many decisions that need to be made before the end of the year that can have an incredible impact on their profits. This is one of the best ways of minimizing your tax liability and maximizing your profits at the same time. Accordingly, you need to meet with your account as soon as possible.
- Finalize your Days & Hours of Operation for the Holiday Season.** Once concluded, you need to ensure you have the dates & times post online, that your phone system carries the appropriate messages, and that you have emergency service plans in place for your customers that may need help during the holidays.
- Finalize Your Holiday Gift Plans.** Conclude as to any gifts you will be providing to your employees and specific customers. In doing so, don't forget those delivery drivers as well. A little appreciation shown to the drivers will better ensure the service you receive during and after the holiday season is second to none.



A Holiday Season Checklist For Top Shop Owners

By Bob Cooper

- Prepare to Recognize the Unsung Heroes.** The holiday season provides you with a wonderful opportunity to show your appreciation to the first responders in your community, as well as your community hospitals. You may want to consider providing gift baskets, as well as placing display ads in local publications that express your appreciation for all that they do.

- Prepare to Visit Your Local Humane Societies & Animal Rescue Centers.** Smiles will be everywhere if you make the holiday season a little brighter for our four-legged friends, and you will not be forgotten. Although financial contributions will always be well received, over the years I have found the best way of ensuring the animal have a nice holiday is by providing each of them with lasting treats, squeaky toys, etc.

- Prepare for Holiday Charity Drives.** There are countless organizations you can support during the holiday season, including organizations that help the homeless, those that provide toys to needy children, the elderly, and organizations such as those that are working toward cures for diseases



A Holiday Season Checklist For Top Shop Owners

By Bob Cooper

- Finalize the Sending of Your Holiday Cards.** If you want to stay a step ahead of your competitors, consider sending Thanksgiving cards. I would also encourage you to do what we have recommended to all of our clients, which is to hold a contest with a local elementary school, allowing the first graders to compete in contest designing a Christmas card for your shop to use. This is a winner in every way, and it allows you to touch many hearts throughout your community. In addition to such cards, you may want to consider sending some beautiful, designer cards for your top tier customers, and inside you can provide a handwritten message.

- Prepare Your Holiday Decorations & Promotional Videos.** We have found that during the holiday season many of our clients put a special effort into decorating their shops, and not only will this put smiles on the faces of your customers and employees, but it will provide you with some countless images you can use in your social media platforms. If you create some short and cute holiday videos with your team members, and post them online, you will be further personalizing your shop.



A Holiday Season Checklist For Top Shop Owners

By Bob Cooper

Place Small Bows or Ribbons Throughout Your Shop.

Here's a tip I used in my shops that worked wonders.

Knowing that with the fourth quarter I would be coming into the holiday season, and knowing we would more than likely not see those customers again until after the holidays, I put small bows to work. All that you need to do is simply place a small bow (or ribbon) in the appropriate places throughout your shop, and tell your staff the bows are there to serve as reminders that they'll need to thank each customer before they leave the shop, and let them know that since they will more than likely not be seeing them again until after the holidays, they'd like to wish them a safe and happy holiday season.

Create a List of Customers You Will be Calling. The holiday season provides you with a unique opportunity to call your top tier customer, for the sole purpose of letting them know how much you appreciate them and their trust in you, and to wish them a Merry Christmas/Happy Holiday.

Schedule Your 2022 Training & Team Meetings. In today's world I am a strong supporter of making on-going training a prerequisite for continued employment. In addition to all of your employees, you need to ensure you schedule business & employee management training for yourself as well. This will help keep you sharp, and well ahead of your competitors.



A Holiday Season Checklist For Top Shop Owners

By Bob Cooper

- Review the 2 most Valuable Documents You Will Ever Have as a Shop Owner.** As a shop owner, you need to ensure you have your Guiding Principles in a written form, and you need to review them with your employees on a regular basis throughout the year. In addition, you also need to review (on a regular basis) your written Job Description as a Shop Owner. In the same way you have written job descriptions for your employees, you need to know yours as well. If you would like a complimentary copy of the one that I have created, you can simply click on the link below and download your own copy.

[Shop Owner Job Description](#)

Happy
holidays

“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.”