



CAPRICORN
...it's just easier!™

Other resources in step 9g:

- **No other resources**

There's 137 good reasons to visit this website

As vehicle technology rushes ahead at warp speed, technicians around Australia have come to realise that embracing training, of whatever type, could be essential to survival in business.

This realisation was the motivation behind Capricorn Society's decision several years ago to team with TaT Biz to develop a unique business skills improvement program to bolster the technical expertise of Capricorn members.

A workshop can have the best technicians in the world, but without solid business processes coupled with a clear understanding of things like profit and loss, cash flow management, employment agreements and customer retention, a business would be like a ship without a rudder.

The ***nine steps to a better workshop*** program is unique, exclusive and free to Capricorn members.

Never before has so much information about running a successful business been assembled in one place, served up in a way that everyone can readily understand.

So what are the 137 good reasons for visiting www.tatbiz.net.au/resources?

Currently, this website, established exclusively for Capricorn members, comprises 48 articles, 71 templates and 18 video tutorials, all relating to business improvement and profitability.

The ***nine steps*** cover the essentials of running a business – understanding your numbers, generating enquiries, converting enquiries into customers, getting customers to come back, maximising the value of each invoice, generating healthy profits, managing and building the team, building business systems and managing your time.

With each of the ***nine steps*** are sub-steps, containing ideas and proven business methods that could be implemented in the workshop immediately.

TaT Biz has ample evidence to show that those businesses that took the *nine steps* program to heart improved their profitability, built more productive workshop teams and generally ended up with a happy working environment.

There are no magic wands, just good, down to earth advice. TaT Biz specialises in the auto aftermarket, so their advice is not generic, it is relevant and specific to Capricorn members.

Among the most popular resources were those dealing with the human side of every business – the staff. Job agreements and employee induction resources were accompanied by templates that could be downloaded and implemented straight away, ensuring that everyone on the team had a clear understanding of what was expected of them.

Under the heading of financial control, the most popular subject was the financial dashboard – same as the dashboard in your car, with the same warning lights and the same gauges and controls. The TaT Biz dashboard was designed to give business owners an understandable overall snapshot of their business performance week by week, not just once a year when it is often too late.

Every business will experience cash flow stress at some stage. If you race around chasing slow payers at the end of every month just so you can pay the mortgage and the wages, you really need to review the seven tips to help overcome cash flow stress. And while you are absorbing that information, click on the link to debtor management, because the two go hand in hand.

There's a great deal of emphasis on communication in the *nine steps* program, and we don't mean on Facebook or the Twittersphere. If ever communication between business and customer and staff and business owner or manager were a priority, it is certainly now. Fixing and even servicing the modern car is now a mystery to most people, so never before has there been such a need for workshops to clearly communicate what they are doing and why they are doing it to their customers. How a complex repair job is explained to a customer can often determine whether they pay their invoice begrudgingly or ever return to that workshop.

The *nine steps* program even drills down to telephone answering techniques, explaining how every phone call can lead to profit and providing proven templates for treating potential customers on that all important first phone call.

And probably the most important subject of all is how aftermarket workshops can introduce processes, systems and customer facilities to compete with car dealerships that are introducing warranty and incentive programs aimed at retaining their customers for life. Never has the auto repair business been so competitive.

There are good times ahead for those workshops that understand these new market forces and that are prepared to embrace change.

Jump on to the resources pages of the TaT Biz website and see if there is anything in there that you can use to improve your businesses.

The place to start is www.tatbiz.net.au/capricorn

Just go for it