



13th Annual TCRA Seminar

Beavercreek, OH May 22nd, 2010





Shoot, Move and Communicate

13th Annual TCRA Seminar

Dayton, OH May 22nd, 2010



Shoot, Move and Communicate

A decorative graphic consisting of overlapping yellow, red, and blue squares with a black crosshair, positioned to the left of a horizontal line that spans the width of the slide.

Shoot

Pull the Trigger

Shoot, Move and Communicate



Mario and Maria Jauregui, Express Transmissions, Stockton, CA



Shoot, Move and Communicate

Move

Vision, Plan & Goals



Shoot, Move and Communicate



Gary & Gerald Vess, USA
Transmissions, Livingston, TX

Shoot, Move and Communicate

- Successful Shop Owners Posses Five Recurring Traits and Characteristics
 - Attitude
 - Vision/Plan/Goals
 - Processes and Systems
 - Surround themselves with the Right People
 - People of Action (pull the trigger)

Shoot, Move and Communicate



Gary & Gerald Vess, USA
Transmissions, Livingston, TX



Shoot, Move and Communicate

Communicate

*Fine tune the
receiver*



Shoot, Move and Communicate



Zach Evans, Zach's Transmissions & 4X4 LLC, Longmont, CO

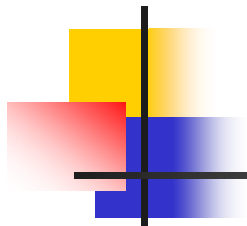


What's Working Study

"The Sole Purpose of any Business is to Create a *Customer.*"

Peter F. Drucker *The Practice of Management 1954*





ATRA/TCRA Survey

How are you doing?



Torque Converter Survey



- What is the main reason you've selected your current converter supplier?
 - **Quality – 70.1%**
 - **Delivery Service – 10.3%**
 - **Price – 2.2%**
 - **Warranty – 4.5%**
 - **Other – 12.9%**



Torque Converter Survey



- What Percentage of your major comebacks are Torque Converter related?
 - Less than 5% -
 - 6-10% -
 - 11-20% -
 - Over 20% -
 - I Don't Know –
 - No Answer -



Torque Converter Survey



- What Percentage of your major comebacks are Torque Converter related?
 - Less than 5% - **74.0%**
 - 6-10% - **4.5%**
 - 11-20% - **2.2%**
 - Over 20% - **4.5%**
 - I Don't Know – **2.2%**
 - No Answer – **12.6%**



Torque Converter Survey



- Are you Satisfied with your Current Torque Converter Supplier?
 - **Completely Satisfied – 60.7%**
 - **Somewhat Satisfied – 24.5%**
 - **Dissatisfied – 2.2%**
 - **No Comment – 12.6%**





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Fredrick Wallace Smith, Founder,
President and CEO of FedEx



Shoot, Move and Communicate

