



MAY 2003

**HAVE YOU FALLEN INTO THE ARMS OF YOUR WORST ENEMY
.....THE REAL ENEMY HURTING YOUR BUSINESS TODAY?**

Shop owners, and Jobbers, from coast to coast are experiencing the same thing, but they can't see it. The forest is too thick. Let me explain. The months of late January, February and early March were not the greatest for the greater majority of the businesses in our sector of this industry. Business was "slow", "soft", "spotty", or "dead",whatever description you end up giving it. What it shows is Management did not go into action, when action was called for. Management fell back into the traditional "rut" of our industry.

The Enemy? MANAGEMENT **LACKS SELF DISCIPLINE** IN OUR SECTOR OF THE INDUSTRY!!

Over 60% of you who get this Letter have been through our Management courses. You know that your number one function today in this "new" world, as an owner/manager of the business, is to "build relationships". Instead of "Managing" their business, and continue the processes required to secure strong business relationships, getting a hold of, marketing back to, educating the entire client base, and going after their clientele's business by Managing their vehicle(s) for them, the majority sat around and used the excuse of "the war", "SARS", "weak economy", and the old stand-by "crummy weather". "Crummy weather" was in Newfoundland Labrador this year. That's "crummy weather", and the population stayed home. They are legit. In the rest of the country, your client's vehicles did not stop. They are still out there, but we, as a sector of an industry, refuse to change our business processes; we are still waiting for them to come to us. We are not educating them, and we are not communicating to them. We truly are not doing our job as a business owner/manager, and we wonder why our cash flow, and profits, has totally disappeared.

Let's review the word "Service" again as to what it stands for. "S" is for "Sensitive" to my clients needs'. "E" is for "Expert" in understanding what they require. "R" is for "Responsibility" that I will take and manage their vehicle for them, **and never let them down**. "V" is for "Valuable" which is what I become to them when I take my responsibilities seriously. "I" stands for "Involved" which I must be with every client to clearly understand them. "C" is for "Commitment" I am willing to make to each of my clients to see the superior processes through. "E" is for "Excellent" which is how my clients will perceive me when I complete all the letters of this word. This is the definition of "Service" today. **Get out of the 80's and 90's way of thinking about service.**

The letters "S", "R", "I", and "C" are really being neglected by our sector at the wholesale and retail levels. It takes a tremendous amount of effort to see things through these days. **Business is different! Business is not easy! Business is a challenge! Business requires self-discipline** or financial failure comes rising to the surface. We are lacking "self discipline" to execute our managerial responsibilities in this industry, and **this** will be our downfall if not addressed. Stop now and ask yourself "has this enemy got its arms wrapped around me?" If the honest answer is "yes", then slow down, take a big breath, get focused, invoke self-discipline, and get on with the job you are being paid to do. Execute, **professionally**, the total function you are very capable of doing.

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