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How to turn your Scan Tool into a profit generator and get paid adequately for ALL your Diagnostic Time.

Special information session by well-known industry consultant Colin Bockman.

Important that business owner and their senior technician register.

Places are strictly limited

VACC House
Level 7, 464 St Kilda Road
Melbourne

Thursday, 14 March 2019

at 6.30pm

Running time: Approx. 2hrs

[Colin Bockman](#) has designed, tested and proven the process as a result of his 30 years [Industry experience](#). He delivers the material to you within real-world day-to-day examples.

Premise: Most Auto Workshops operate within a 'mechanical' Culture (Culture being "this is the way we THINK and DO things around here") and consider themselves to be Mechanics more than Technicians. They tend to view Scan Tools as Diagnostic Equipment, to be used to assist them in finding the cause of a problem so they can fix it. When in fact a Scan Tool, can and should be viewed as both a fault-identifying Diagnostic Tool and a device to complete the FULL range of checking required to deliver a complete 'service checks' format. The vast majority of vehicles being preventative maintenance (or Log Book) serviced today, are not having their Computer Modules checked for Fault Codes and reported on within a descriptive format, therefore the Customer is actually being short-changed, let down, and in cases soon to emerge, their safety will be at risk. The huge false expectation within Customers and even Mechanics minds is that, "if there is an issue a light will come up on the dash" ... this is by no means accurate.

Current Industry Situation due to this premise: Evolving technology within modern vehicles presents an opportunity for the workshop owner their senior technician to provide a composite level of 'service checks', involving both Physical (touch & see) and Electronic Communication (hidden in ECUs) which not only enables them to get paid for this service, but it also provides the platform for finding work within the electronics they'd not have known about + when smart processes are in place, it can create a unique retention model ... this ECU Checking can also be used to introduce a complete Fault to Solution Diagnostic Protocol Process; one which sees them being paid adequately for their Diagnostics time (research indicates that the majority of workshops fail to recover/charge-out at least 4 hours per week per Tech ... and it is getting worse every day)

Colin Bockman researched and designed program: Over the past 30 years I have worked extensively within Auto Aftermarket, developing and launching go-to-market strategies. Over the past 2 years, I have been on a mission to discover the most ideal platform to educate the typical Mechanical Workshop to become Tech Savvy, so that they can benefit from the massive advances in vehicle technology, instead of being negatively affected. To that end, I have worked closely with some of Australia's leading Technicians (primarily the TaT Technical Team top 3) and a variety of Workshop Owners across Australia and the fickle New Zealand market.

The goal was to discover a 'palatable' way to obtain buy-in from Workshop Owners, to become more Tech Savvy, without having to make significant shifts too soon which might lead to confusion and anguish. But more than that, I needed to find an exciting way, one that would get their attention from both a doing-the-job/profit and moral stand point. Realty is, most Mechanics are **FIRSTLY** driven by pride in what they do, getting it right first time, and making sure their Customers respect them, while being able to achieve that without 'brain damage', and **SECONDLY** for \$s in their pocket. When at the end of the day they reflect, you'll most often find the first thing they talk about is the job they nailed and the next thing might be the \$s ... which is why the below sentence tends to get their immediate attention and an answer of "I'll be there"

Would you like to come to a free 2-hour session to learn about a simple to apply process, that has been proven to enable you to get paid adequately for ALL your Diagnostic Time?

Register here to secure your spot, places are limited so first in best dressed.

[Register Now](#)

Catering will be provided

Program Content:

- An overview of our Industry Technology Impacts ... not so scary
- The shift to Electronics controlling how vehicles operate ... and the opportunity
- How ECU Health Checks can become the core of retention ... it is about 'how' this is done
- The 3 typical Fault Code categories ... how they each have a different purpose
- Examining Fault Codes that do not have a 'light' ... this is where the GOLD is to be found
- Converting a 'found item' to a sale ... just like with a physical item such as a Shocker
- Discovering the needed Diagnostic Protocol ... to ensure you get paid for ALL your time
- Specific Action process ... to enhance gradual & successful take-up

In-store A4 powerful collateral to engender Customer Confidence ... the retention lock-in

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