

THE ENGINE ROOM

Engine Room Retreat

THE WORKBOOK



workshopwhisperer



A HUGE THANKS TO OUR SPONSORS...

TITANIUM SPONSOR



GOLD SPONSOR



The content in this workbook is subject to copyright, and Rachael Evans and The Workshop Whisperer™ are hereby asserted as the owners of both the written and oral content presented at this business education seminar.

Unless you have received the express written consent of the authors, you are not permitted to discuss or share any of the content delivered in the seminar outside of your own auto repair business. This includes sharing ideas delivered at this seminar with any members of aftermarket associations you may be a part of, or any member of a group on any online social media platform.

THE THREE W'S

WINS

What are your biggest wins?

WORKING

What's working well now?

WANT

What do you want out of the next 2 days?



YOUR DAY ONE INSIGHTS

**PETAR
LACKOVIC**

1

2

3

**HOW TO
TURN
SUGGESTIONS
INTO SALES**

1

2

3

**MIKE
AGUGLIARO**

1

2

3

MASTERMIND

1

2

3



YOUR DAY TWO INSIGHTS

**HELL NO!
HOW TO STOP
SAYING YES**

1

2

3

**TIMING BELT
BREAKOUTS**

1

2

3

**STRATEGIC
PLANNING**

1

2

3

GAMEPLAN

1

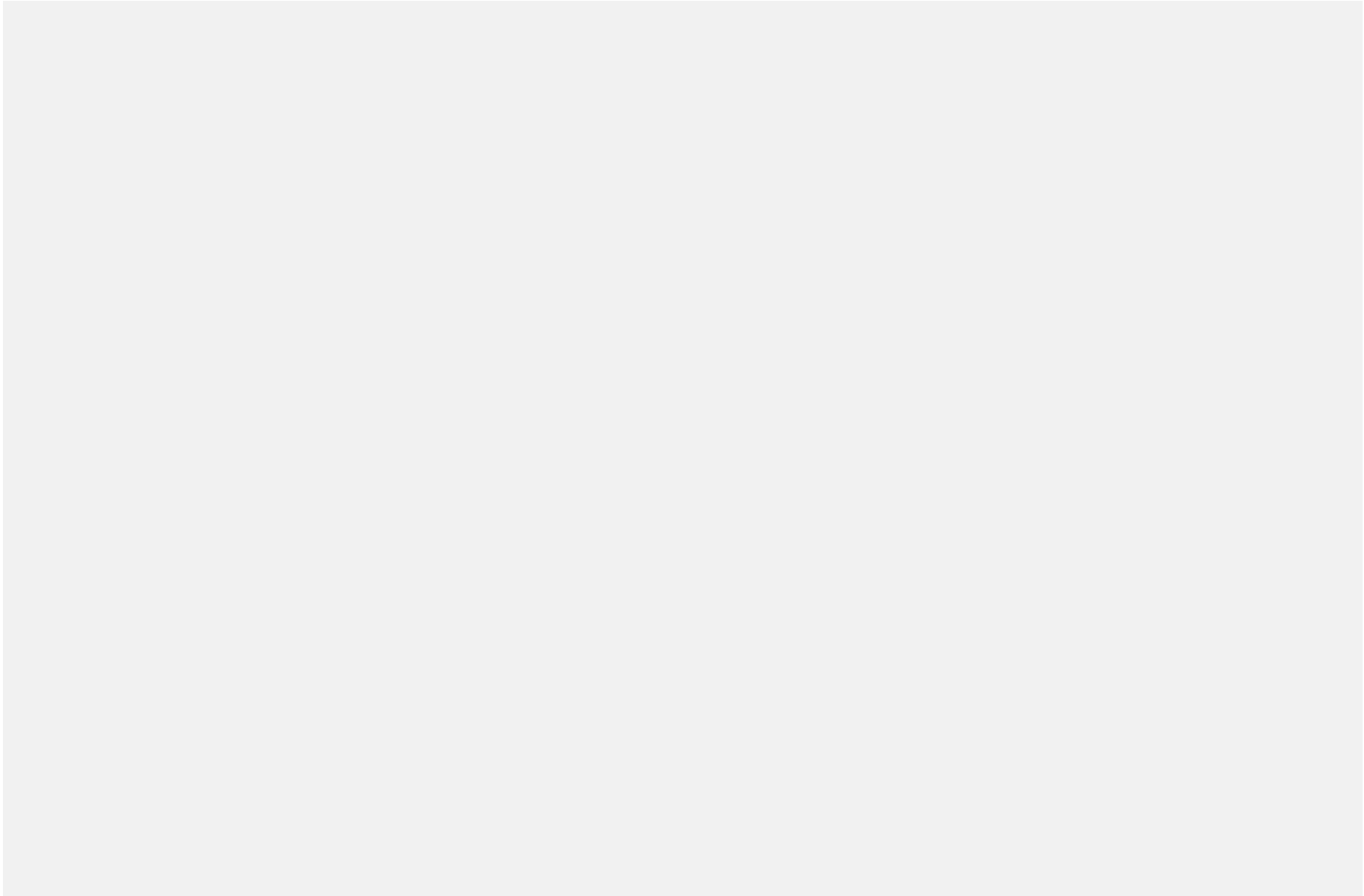
2

3

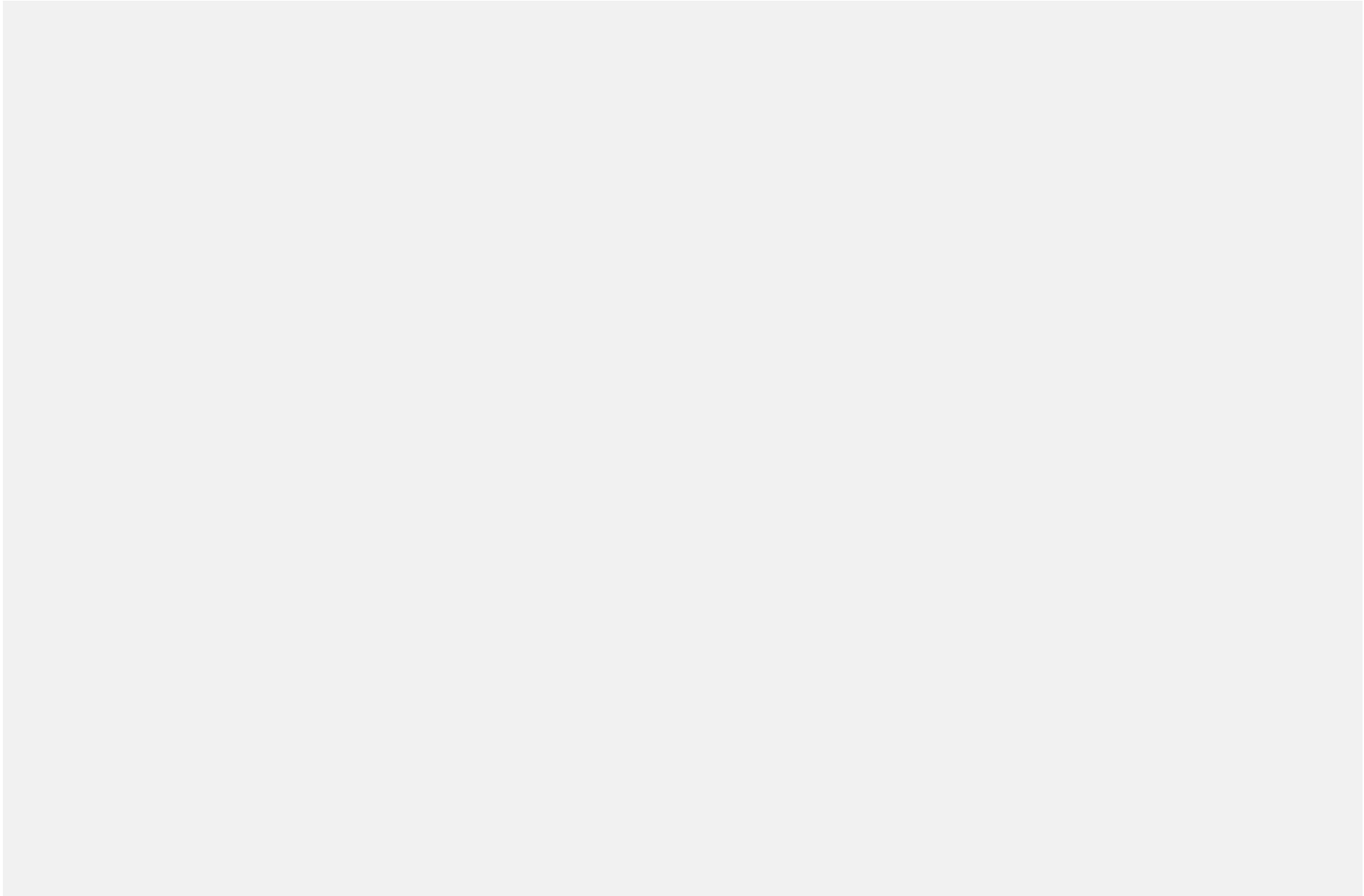
PETAR LACKOVIC



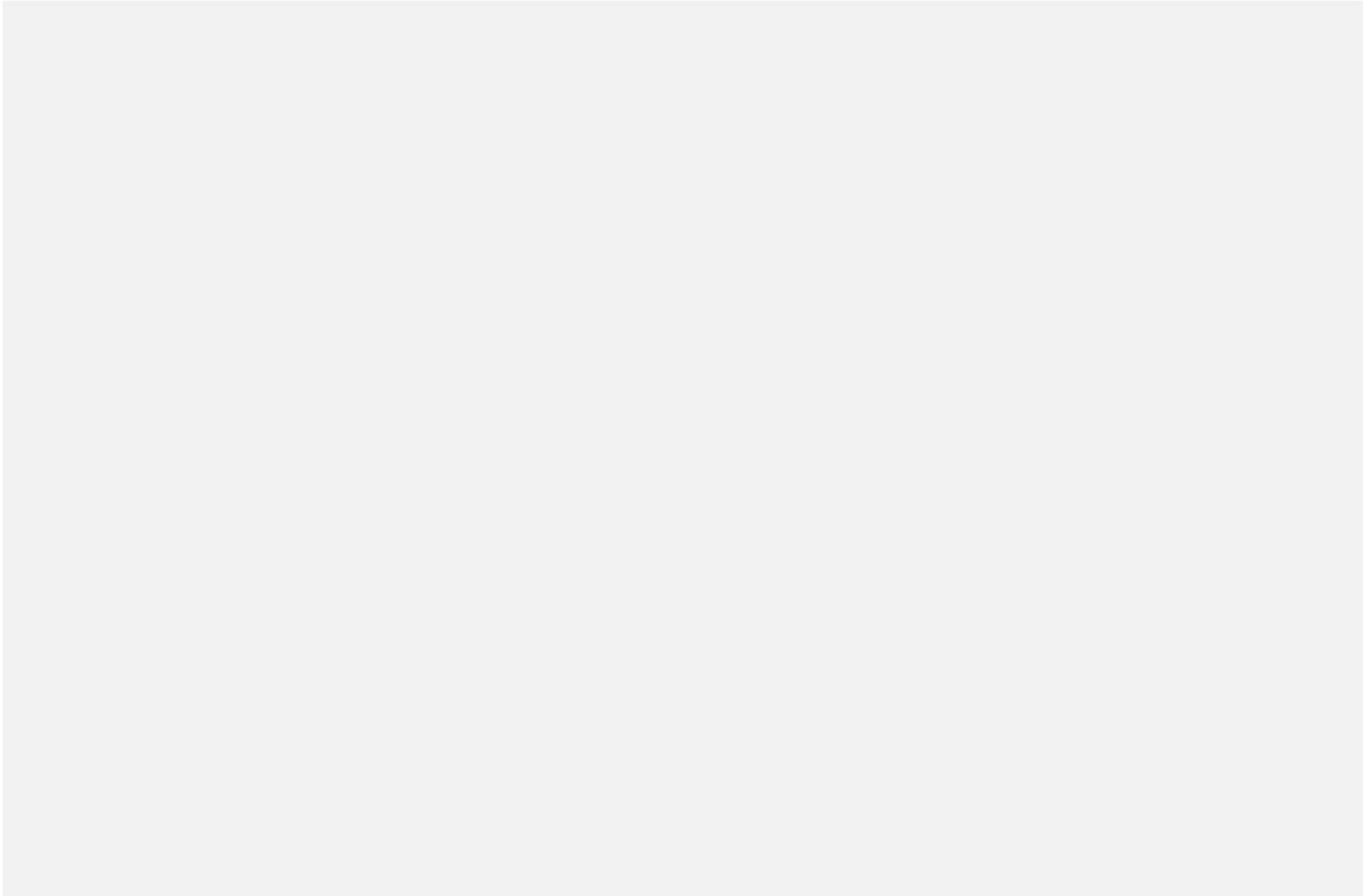
NOTES



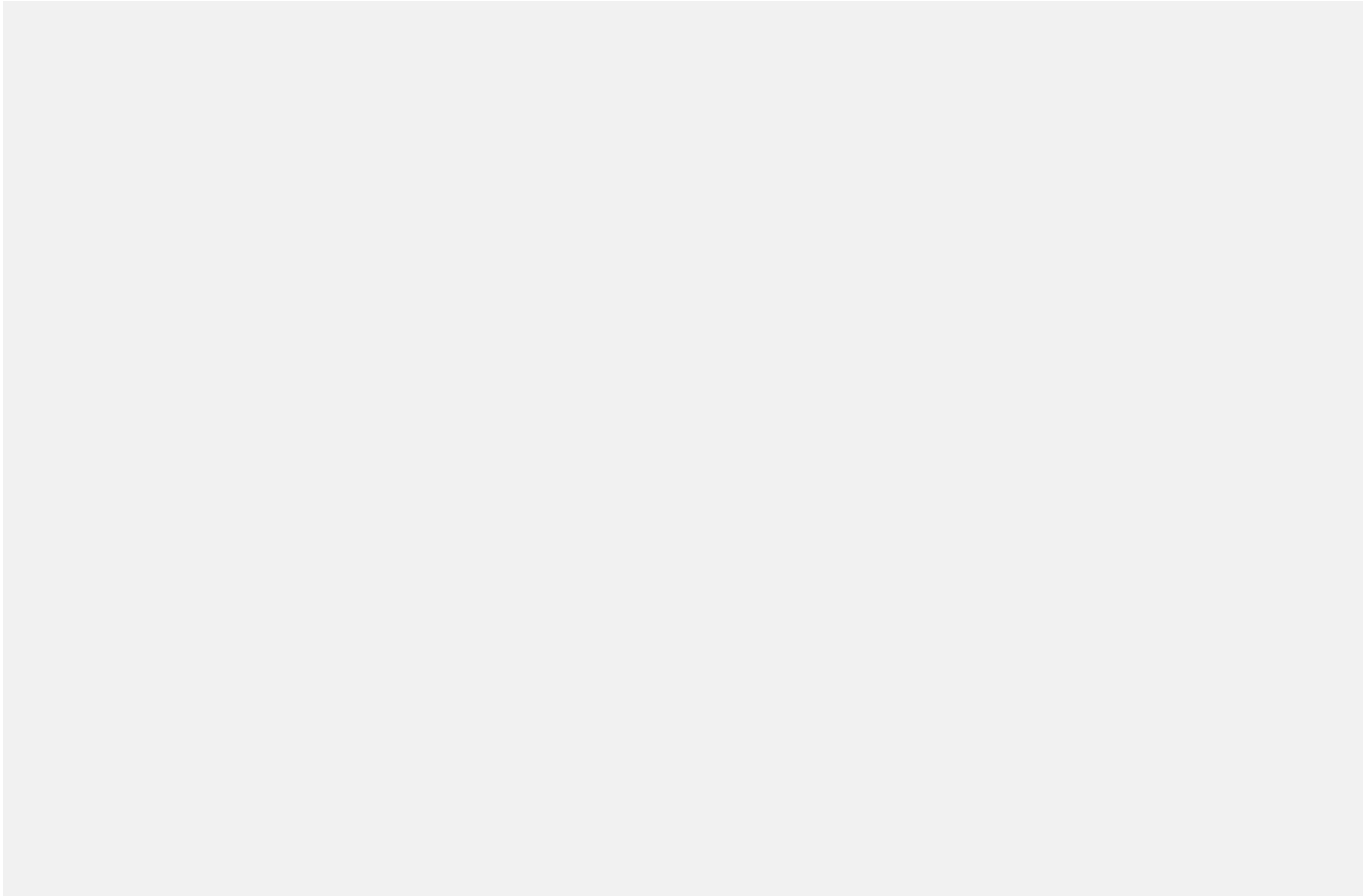
NOTES



NOTES



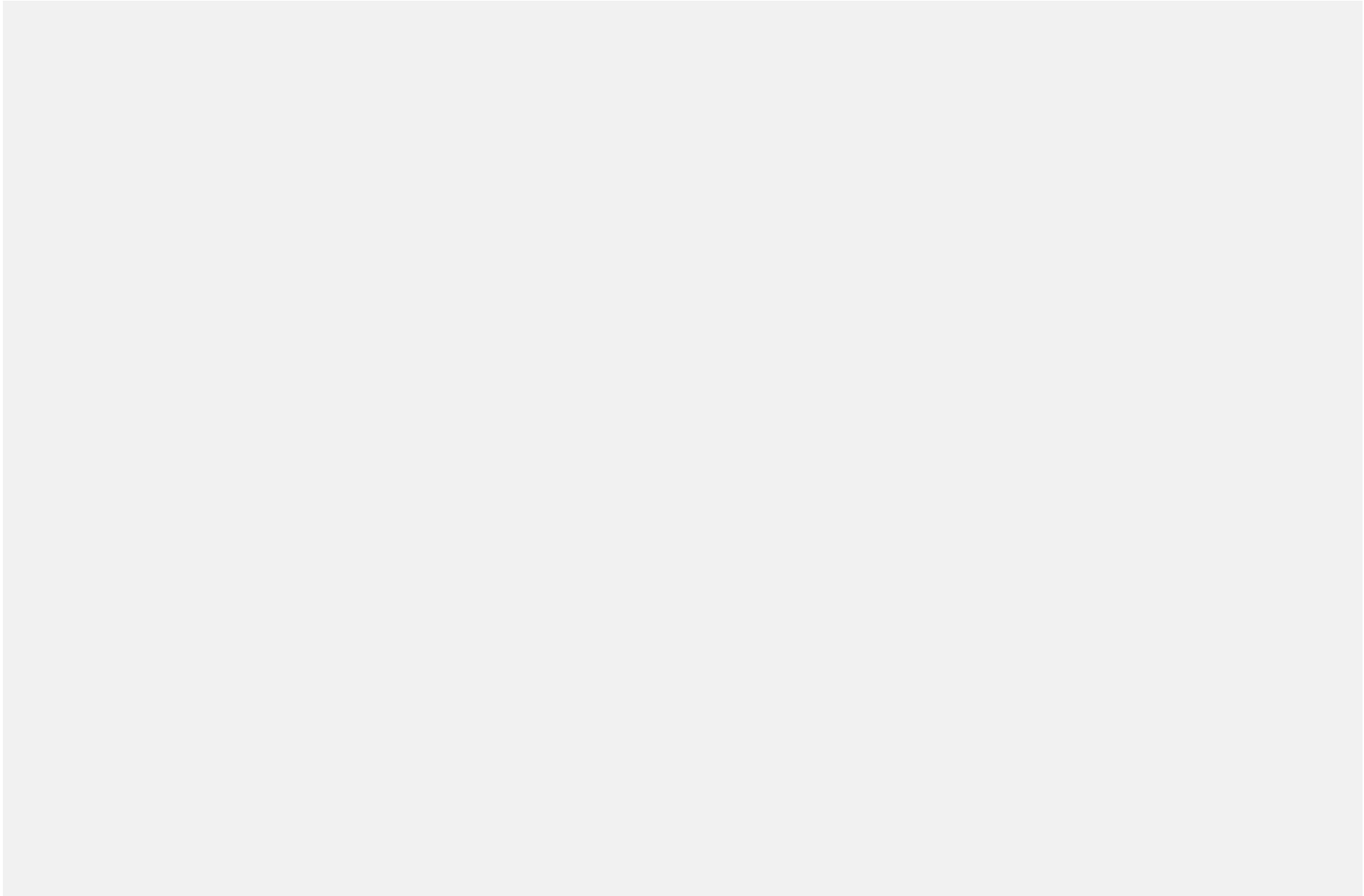
NOTES



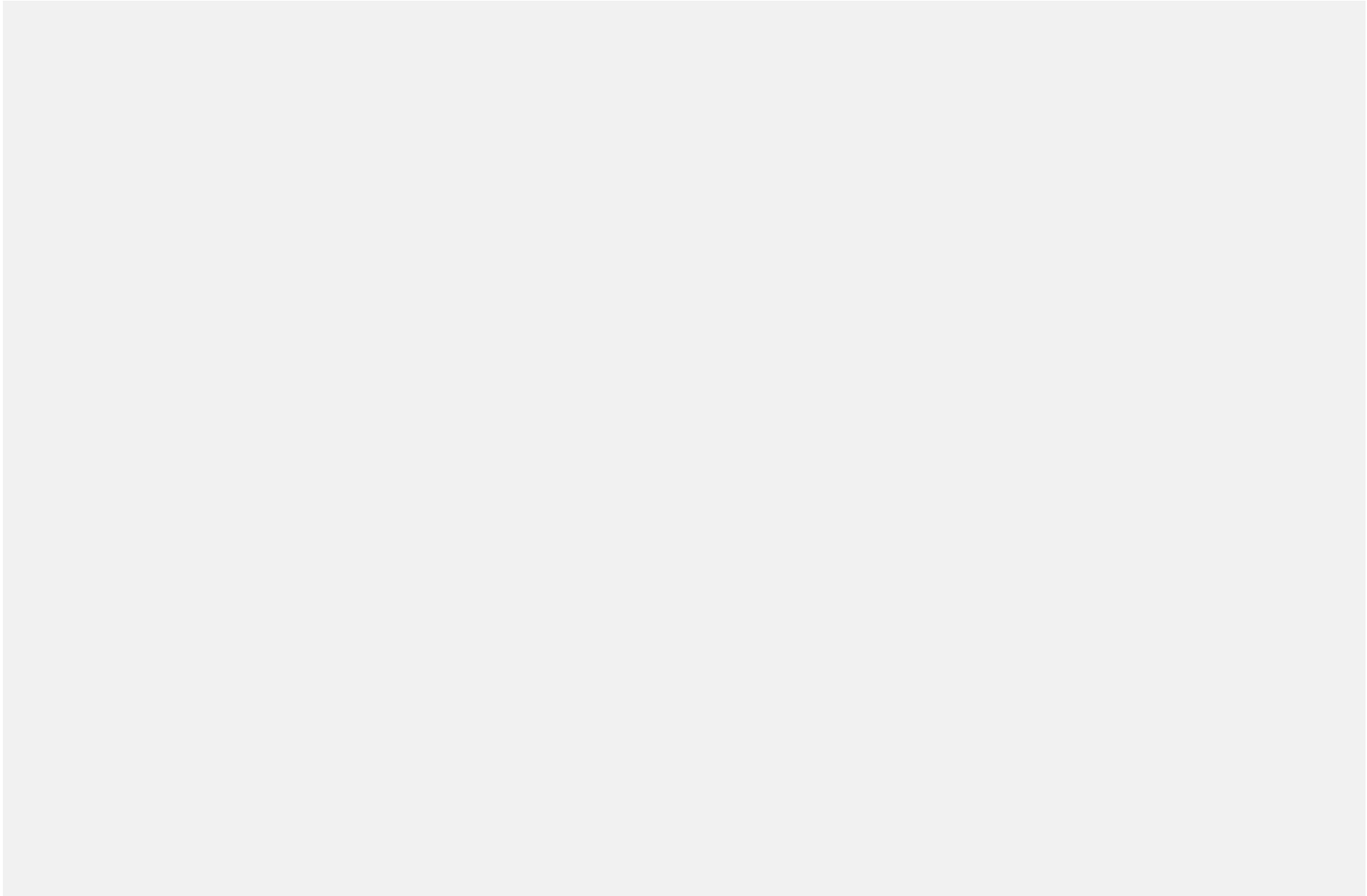
HOW TO TURN SUGGESTIONS INTO SALES



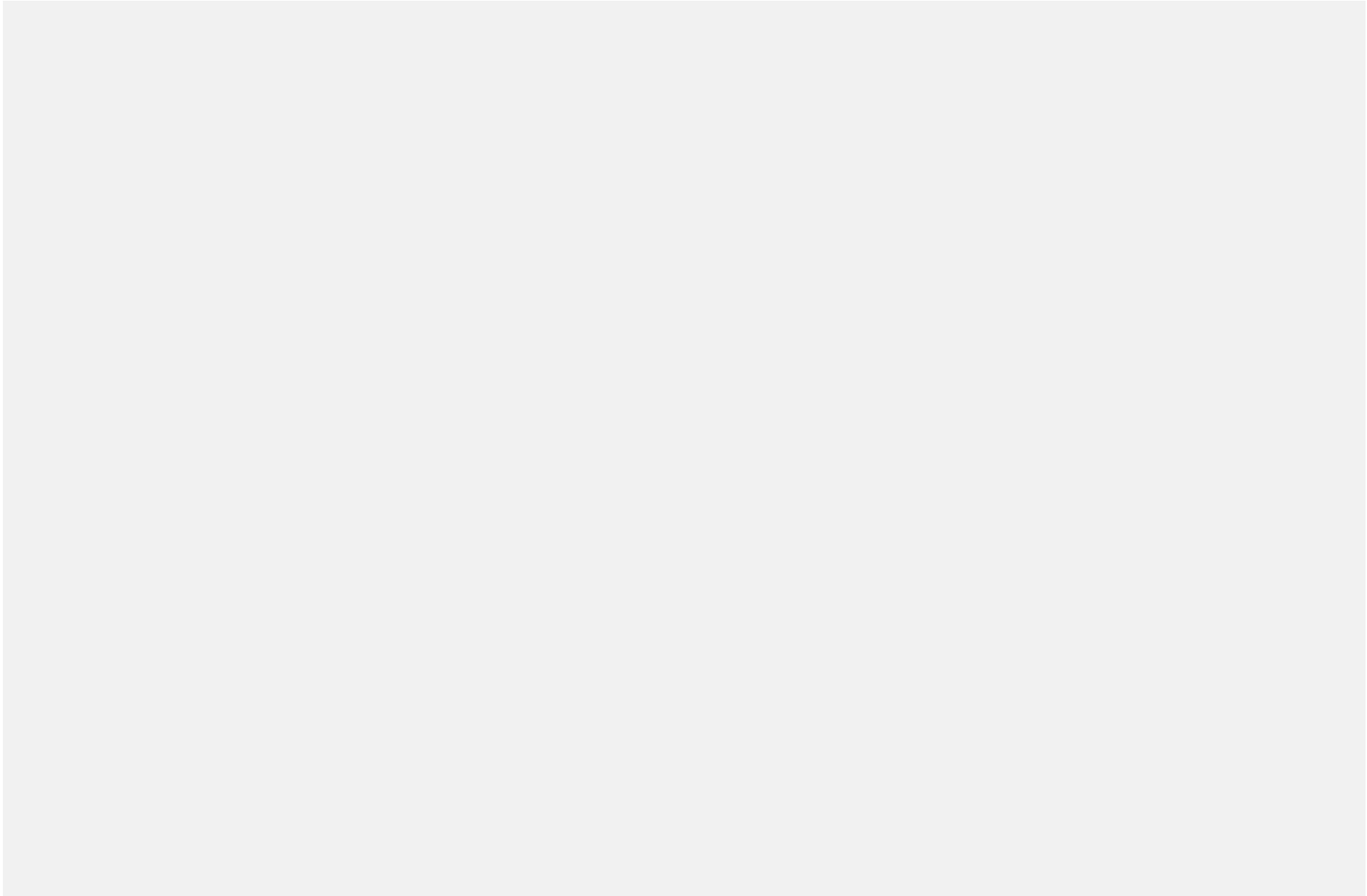
NOTES



NOTES



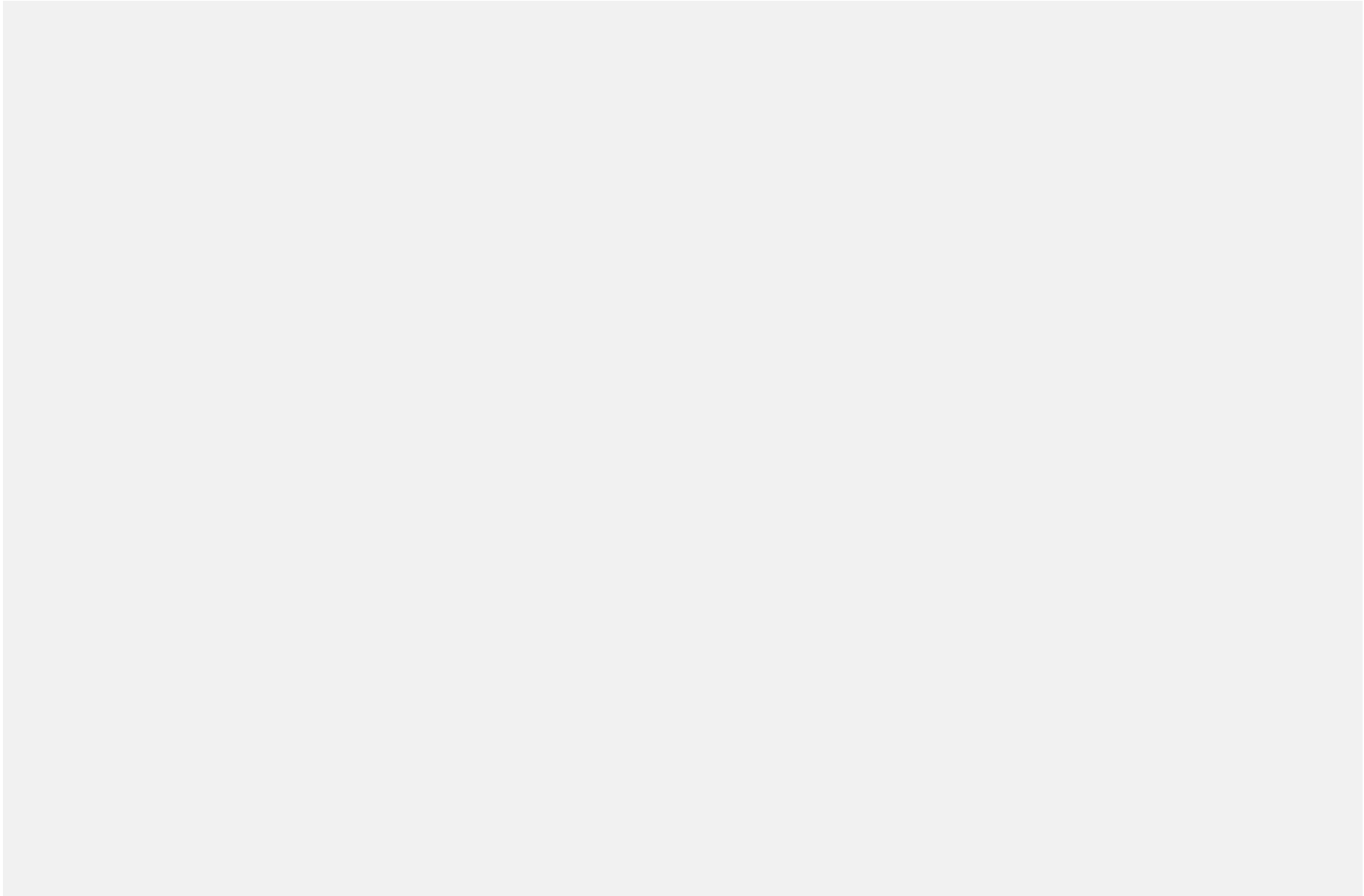
NOTES



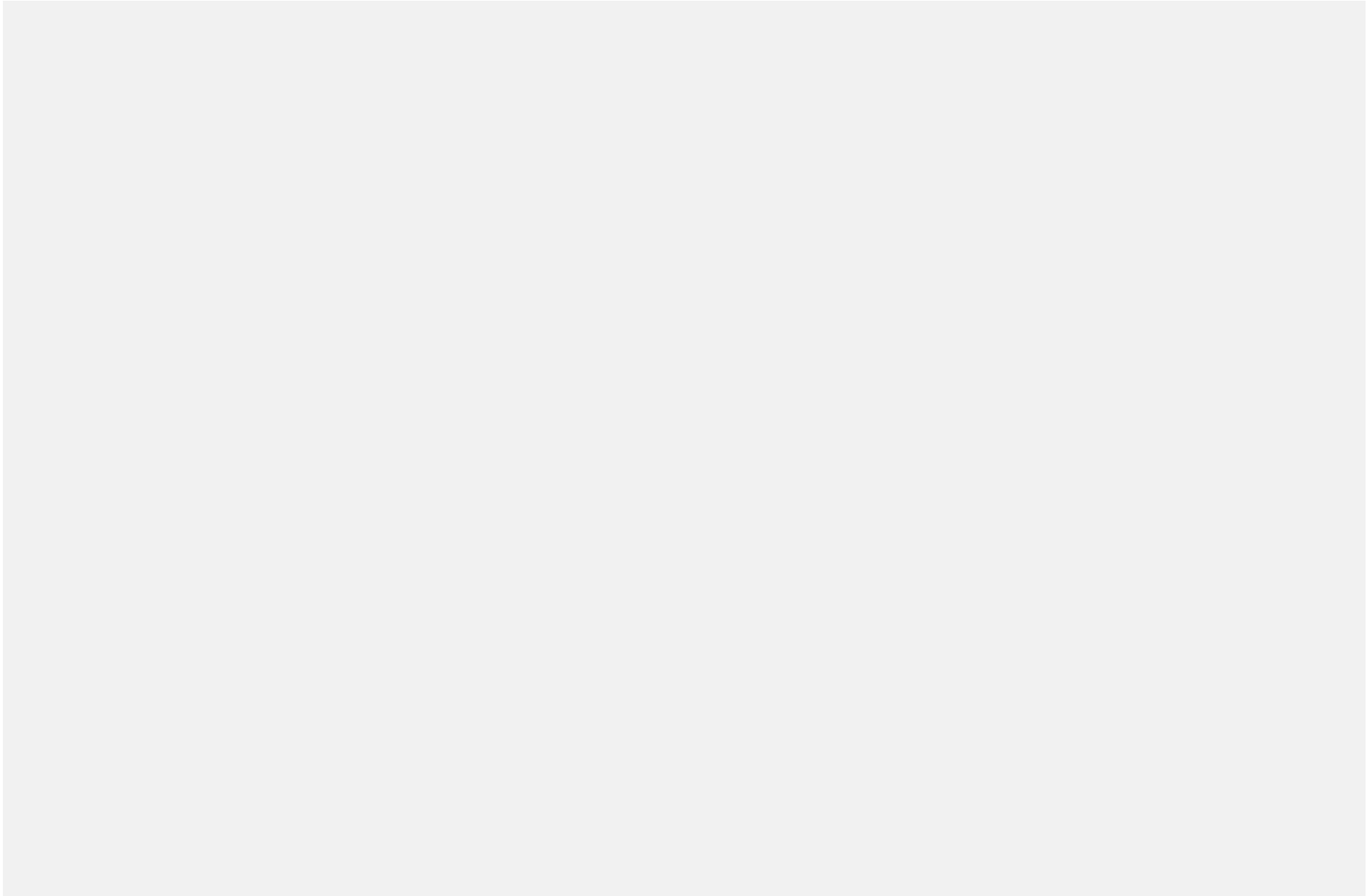
MIKE AGUGLIARO



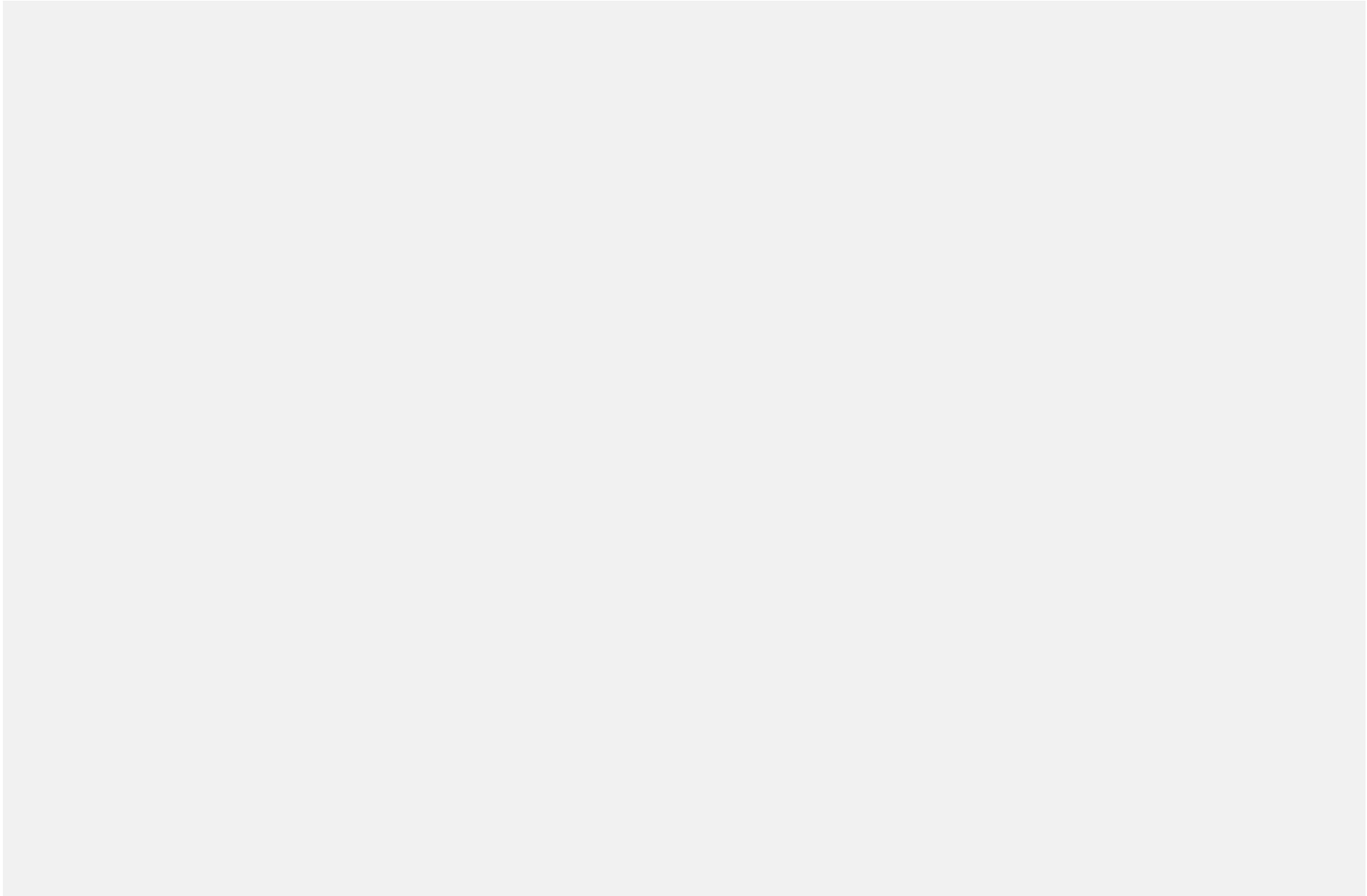
NOTES



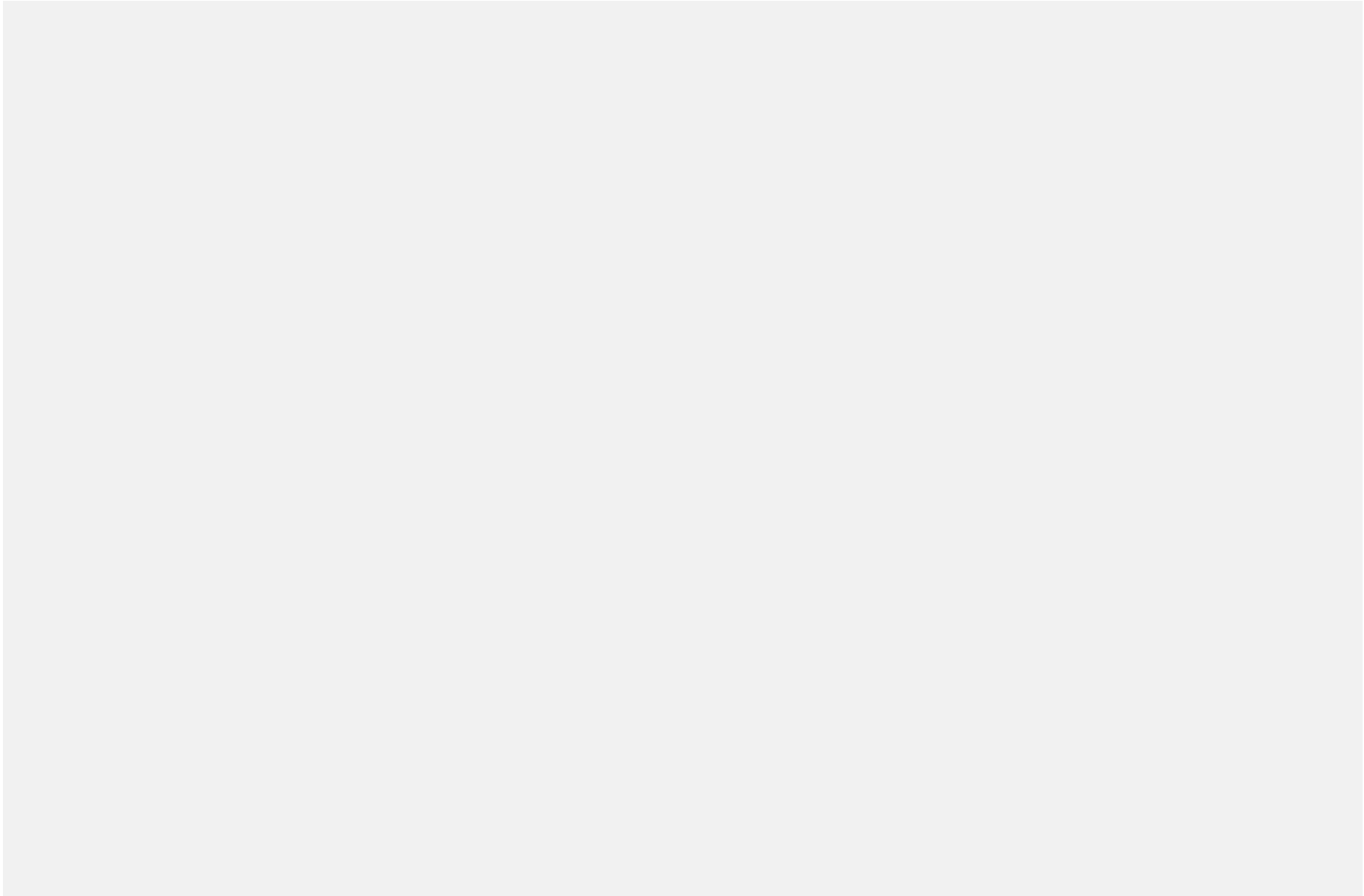
NOTES



NOTES



NOTES



8 MINUTE MASTERMIND

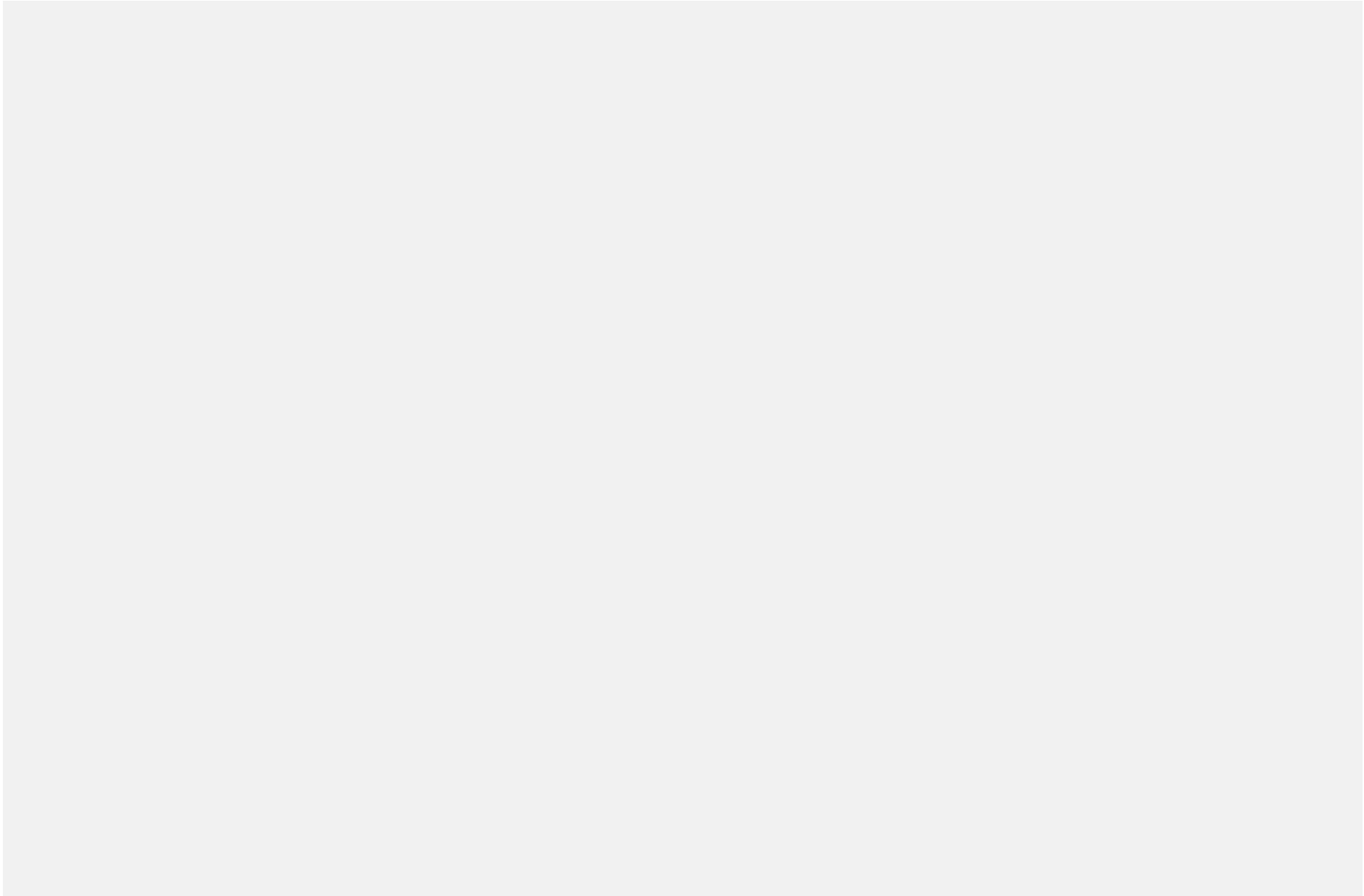


The #1 thing that's holding me back is ...	My specific question is ...
---	------------------------------------

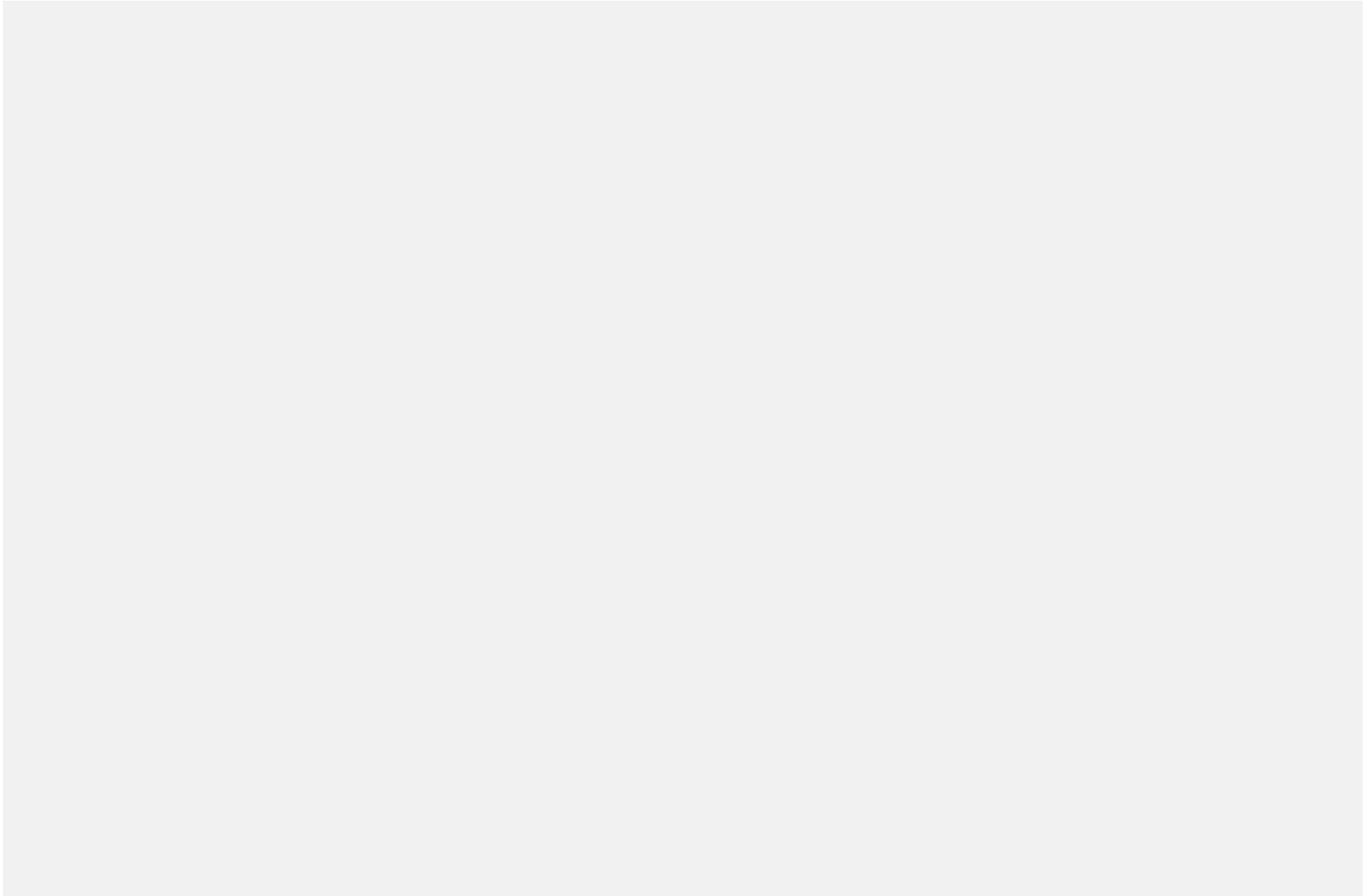
--

Insight	Actions		

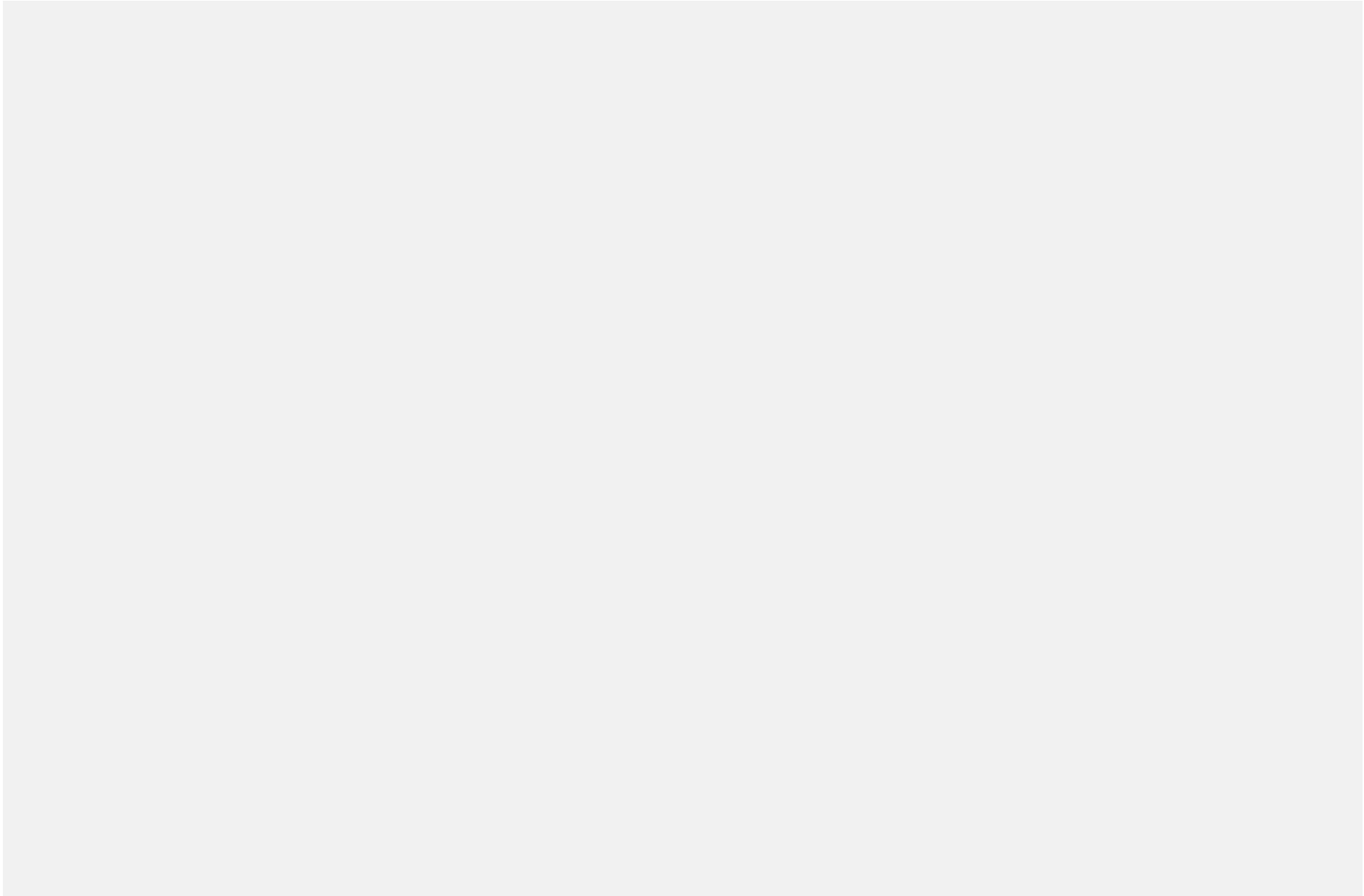
NOTES



NOTES



NOTES



HELL NO! HOW TO STOP SAYING YES



3 DEADLY SINS OF SALES

Old school sales tactics are no longer effective in today's marketplace.

People are wise and have become infinitely more discerning when they're being 'sold' to.

That's why you need to know the 3 Deadly Sins of Sales... and how to avoid them.

The 3 Essential Elements of Rewarding Relationships;

- 1 _____
- 2 _____
- 3 _____

The 3 Deadly Sins of Sales;

- 1 _____
- 2 _____
- 3 _____

The 3 Fundamental Laws of Authentic Selling;

- 1 _____
- 2 _____
- 3 _____

WHY DO I SAY YES ALL THE TIME? (A QUIZ)

Your boss offers you a promotion that comes with more responsibility and a better title, but not additional pay. You take it without arguing because:

- a) I'd hate to seem ungrateful.
- b) I really want those new business cards. I'll work on the raise next.
- c) If I hold out for more money, my boss might change their mind about the whole thing.
- d) If they could have given me a raise, they would have, right? I assume it's just not possible.

Your friend asks you to be their date to a super fancy, exclusive event. TONIGHT. You don't want to go, but you say yes because:

- a) I don't want my friend to get stuck going alone.
- b) I guess it's not that hard to add a party to my schedule. (Plus get a quick haircut on my lunch break.)
- c) Someday I *am* going to want to go to one of these fancy parties, and if I say no for tonight, I may never get another invite.
- d) My arm is easily twisted.

Your coworkers asks you to pitch in on something on short notice, because they failed to get it done on time. You're annoyed, but you say yes because:

- a) I always try to be helpful.
- b) This is what I do. I get shit done when other people can't.
- c) What if I need *their* help someday? What then?!
- d) I don't know, I feel weird about calling them out.

Your kid's teacher is looking for a last-minute field trip chaperone. You don't really have time to do it on top of all your other responsibilities, but you say yes anyway because:

- a) I hate leaving people in the lurch.
- b) I can work it out; it'll just take a bunch of rearranging.
- c) I'm worried I'll regret not going the minute I see some other parent Instagramming my kids at the science museum. (Even though we've already been there as a family. Twice.)
- d) I don't know. The teacher asked nicely?

A valuable but demanding client asks you to complete a huge project on a ridiculously tight deadline. You know it will be painful, but you agree because:

- a) I want to keep them happy.
- b) "Ridiculously tight deadline" is my middle name.
- c) If I push back on the timeline and they give this project to someone else, I could lose them as a client completely.
- d) I've never said no to them in the past so I feel like I can't start now.

One of your friends always expects you to be there to deal with the fallout from their bad decisions, and they're currently experiencing their third meltdown in as many weeks. You're really busy and tempted to let this latest call go to voicemail, but you answer it because:

- a) I feel guilty not picking up.
- b) I want to be the kind of person who always has time for my friend no matter how busy I am.
- c) If I don't answer and talk some sense into them, what if I could have finally put a stop to all this madness and didn't?
- d) It's easier to take these calls than to explain to my friend why it would be great to get fewer of these calls.

Your coworkers invite you to socialise after work. You're exhausted, but you say yes because:

- a) I don't want them to think I dislike them (even if I do).
- b) Sleep is for the weak!

- c) It *could* be a good networking opportunity.
- d) They'll just keep asking until I cave anyway.

Your parents decide they want to do a family trip to the Grand Canyon. You had intended to use your vacation days (and budget) on something else this year, but you say yes because:

- a) I don't want to hurt their feelings.
- b) Maybe I can do both if I work overtime and plan carefully.
- c) What if this is my last chance to do a trip like this with my parents before they get too old to travel?
- d) I feel like I have no choice when it comes to family.

WHY DO I SAY YES ALL THE TIME? (THE RESULTS)

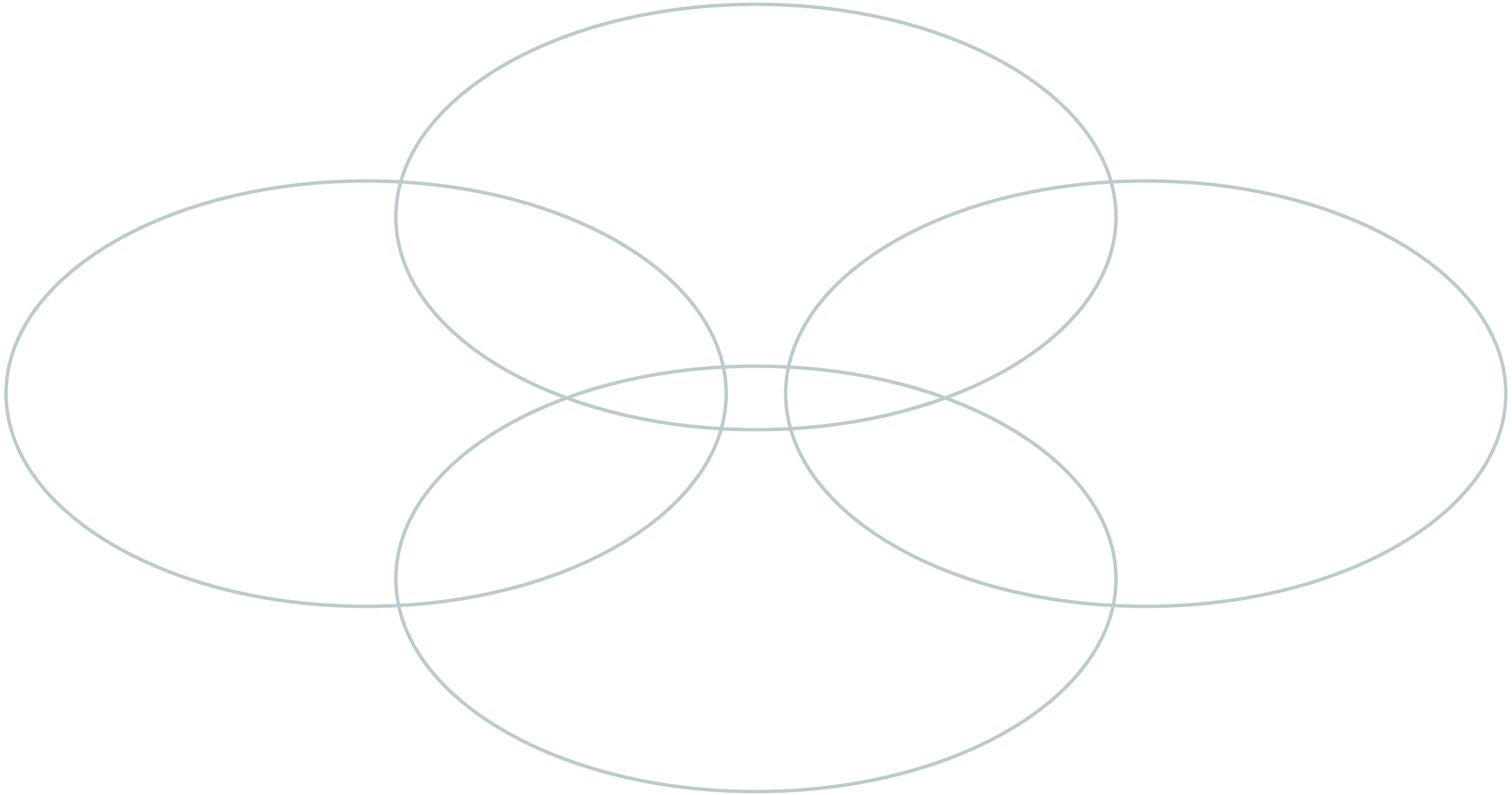
If you got mostly A's... you're a People-Pleaser

If you got mostly B's... you're an Overachiever

If you got mostly C's... you've got serious FOMO

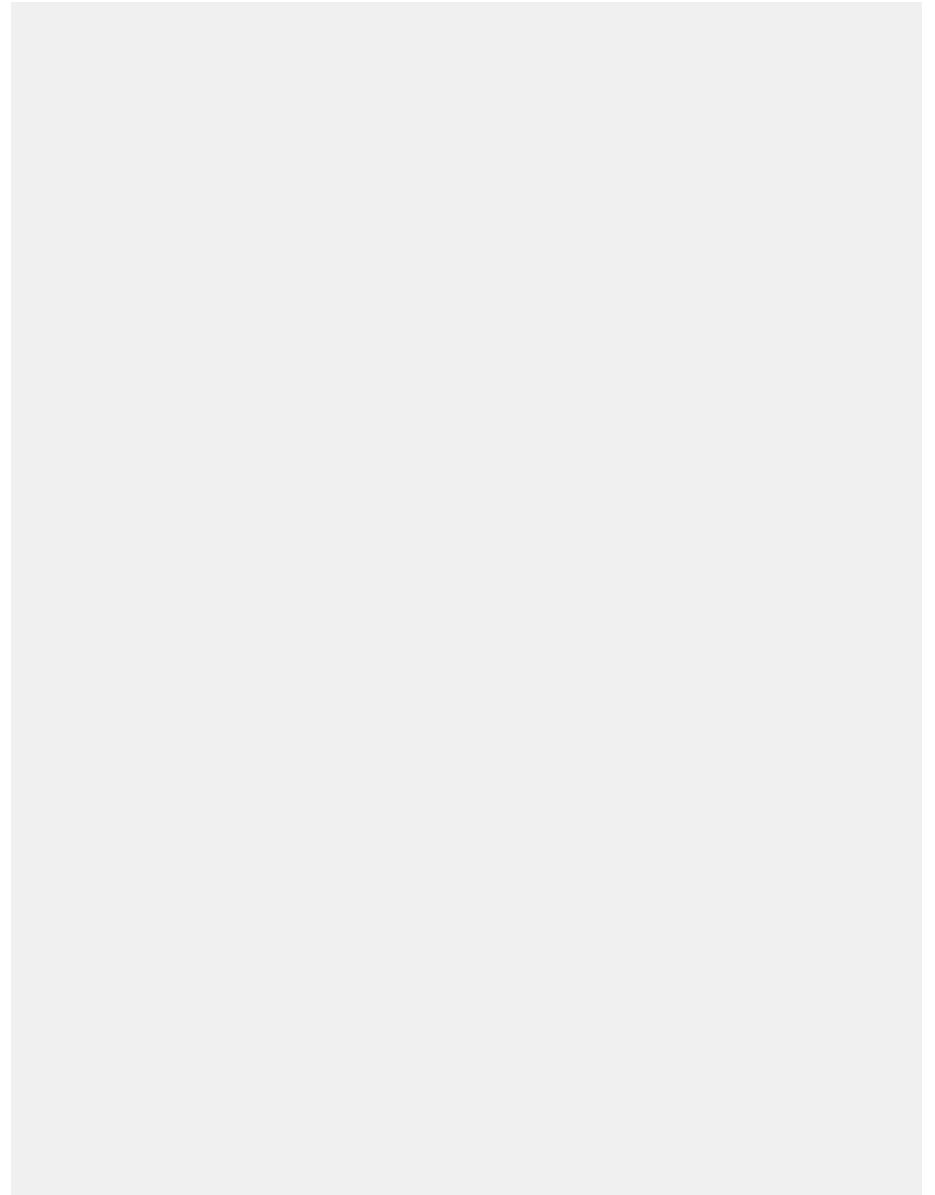
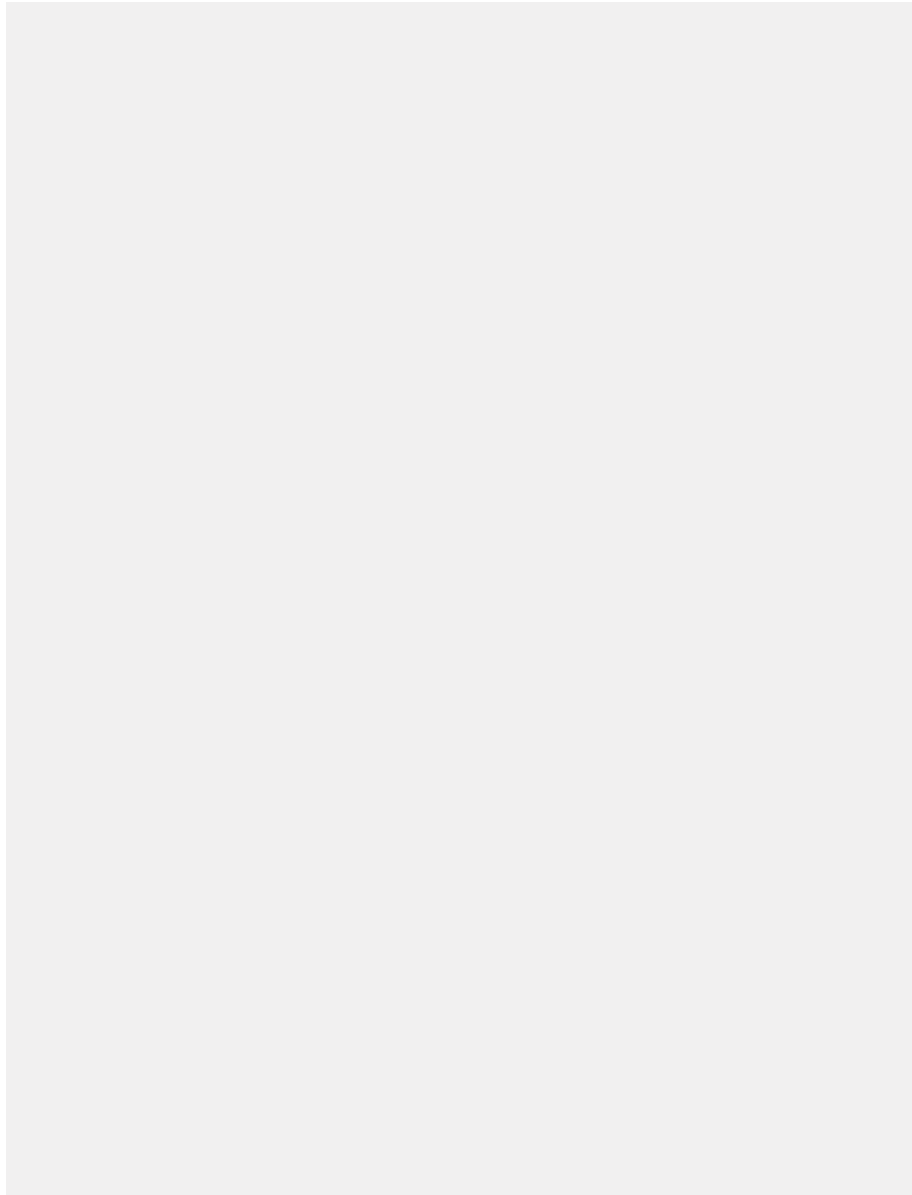
If you got mostly D's... you're a Pushover

And if you got a healthy mix of most of the letters... you need this book (*F*ck No!: How to Stop Saying Yes When You Can't, You Shouldn't, or You Just Don't Want To* by Sarah Knight) more than the cast of *The Departed* needed a better dialect coach. No worries. Unlike Martin Sheen's Boston accent, this is totally normal.

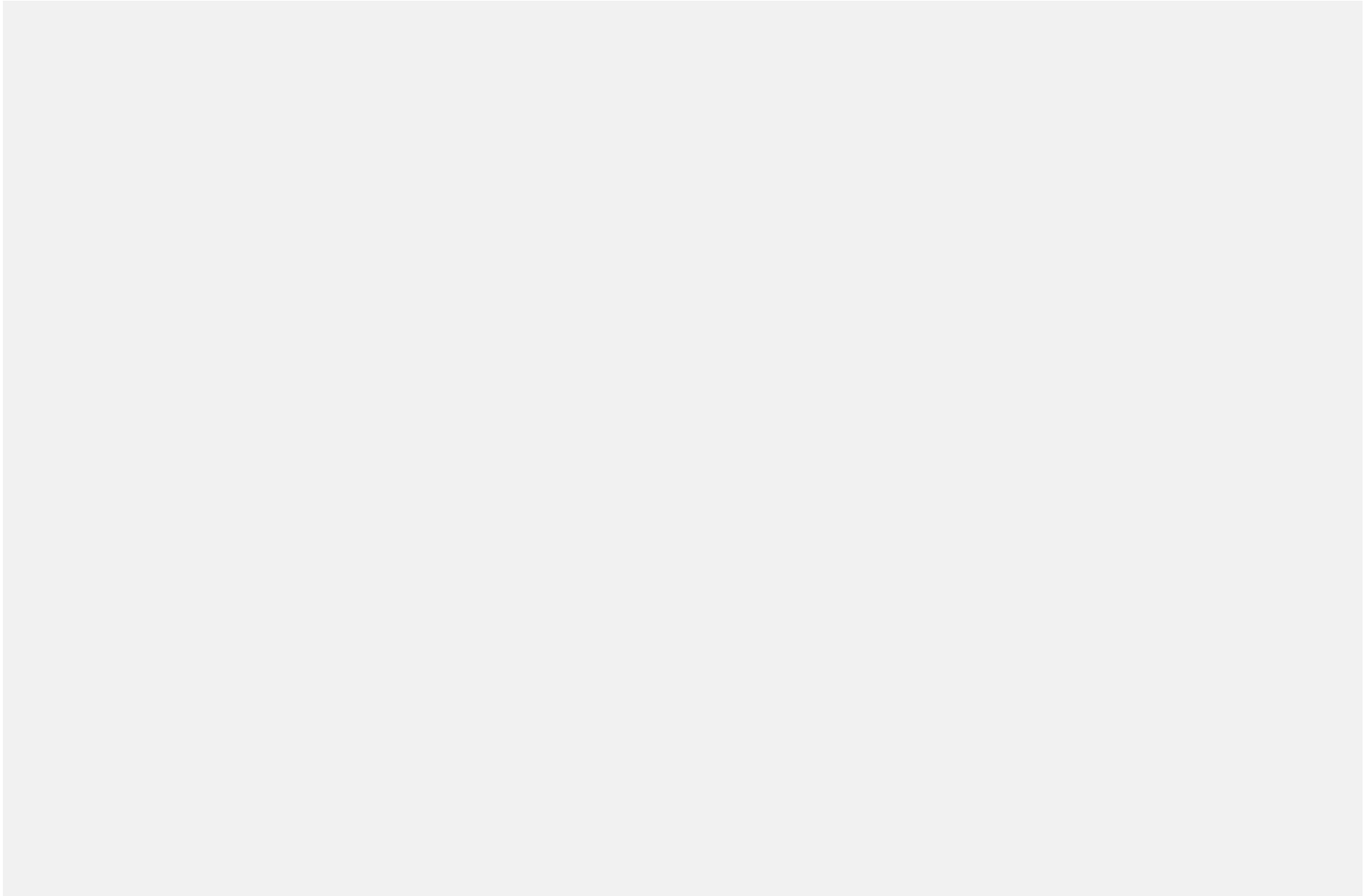


YES

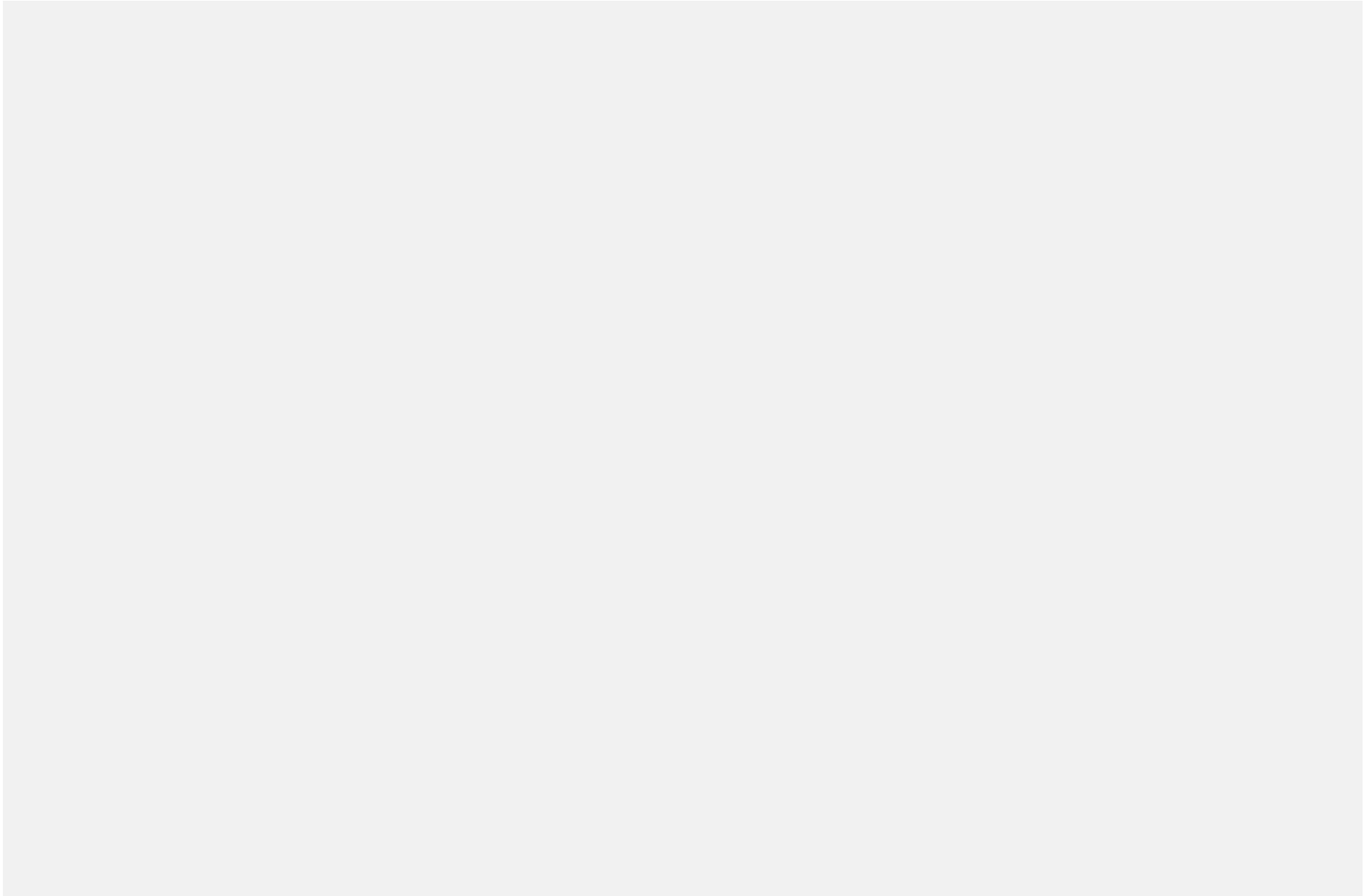
NO



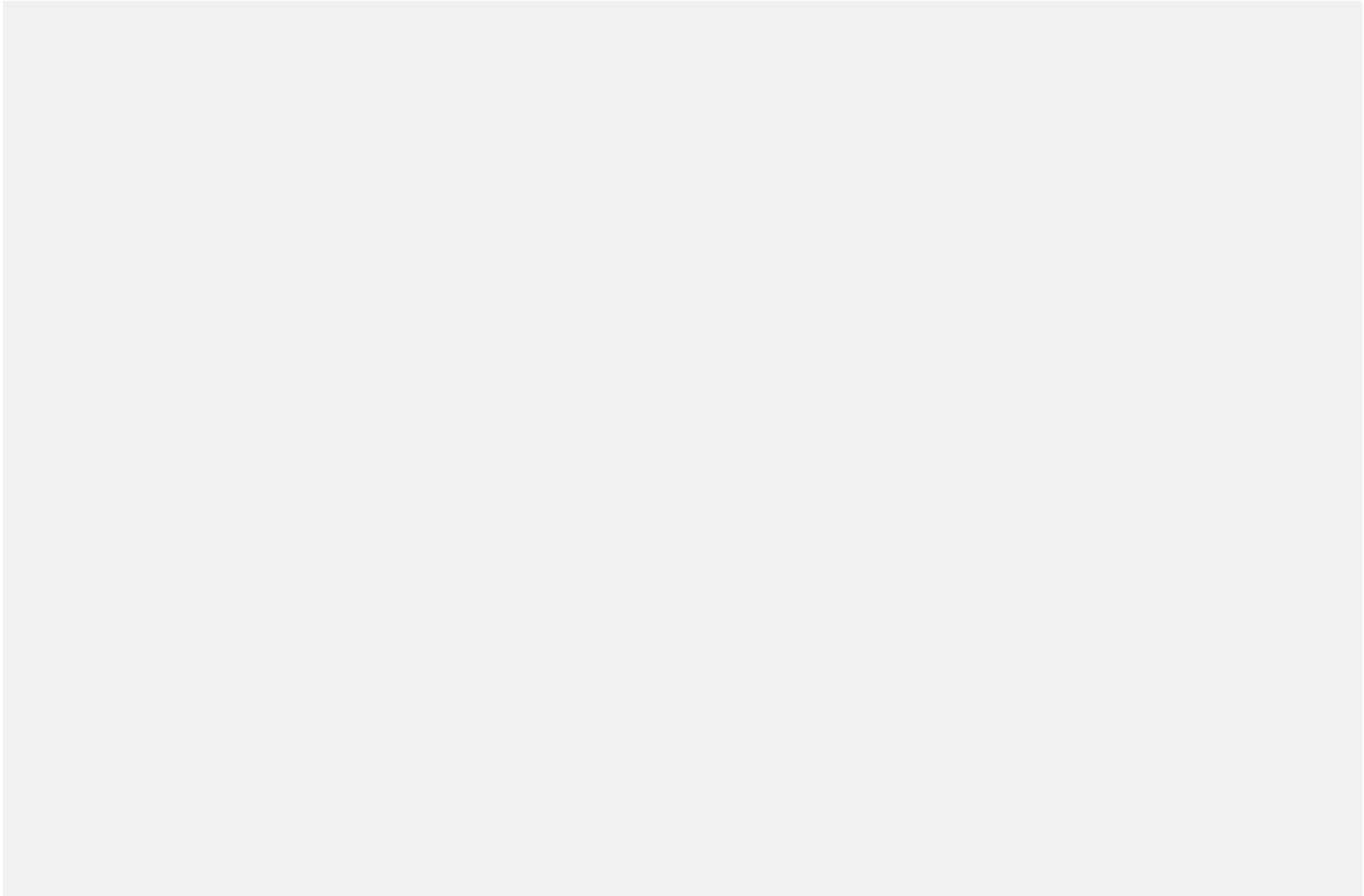
NOTES



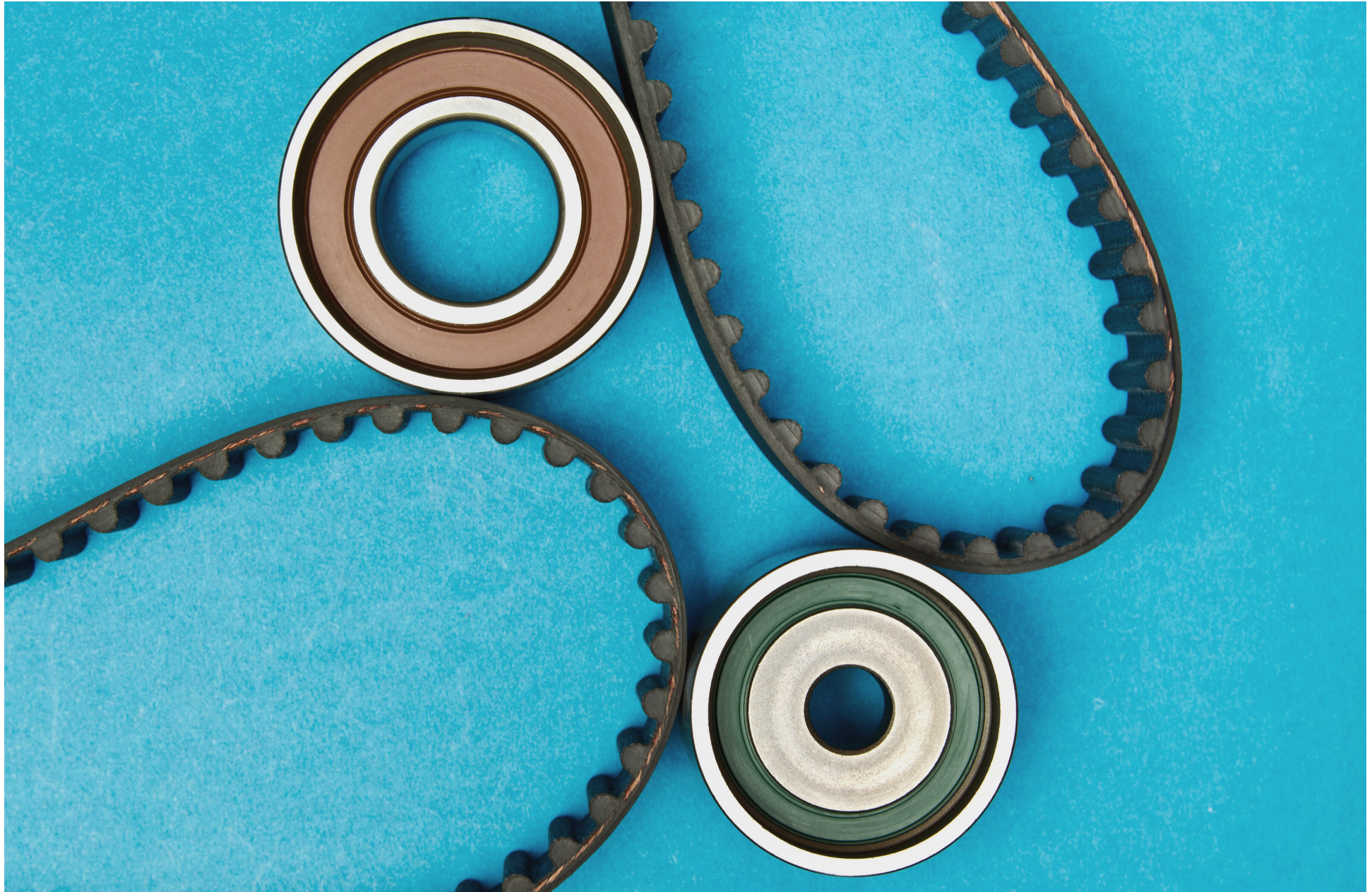
NOTES



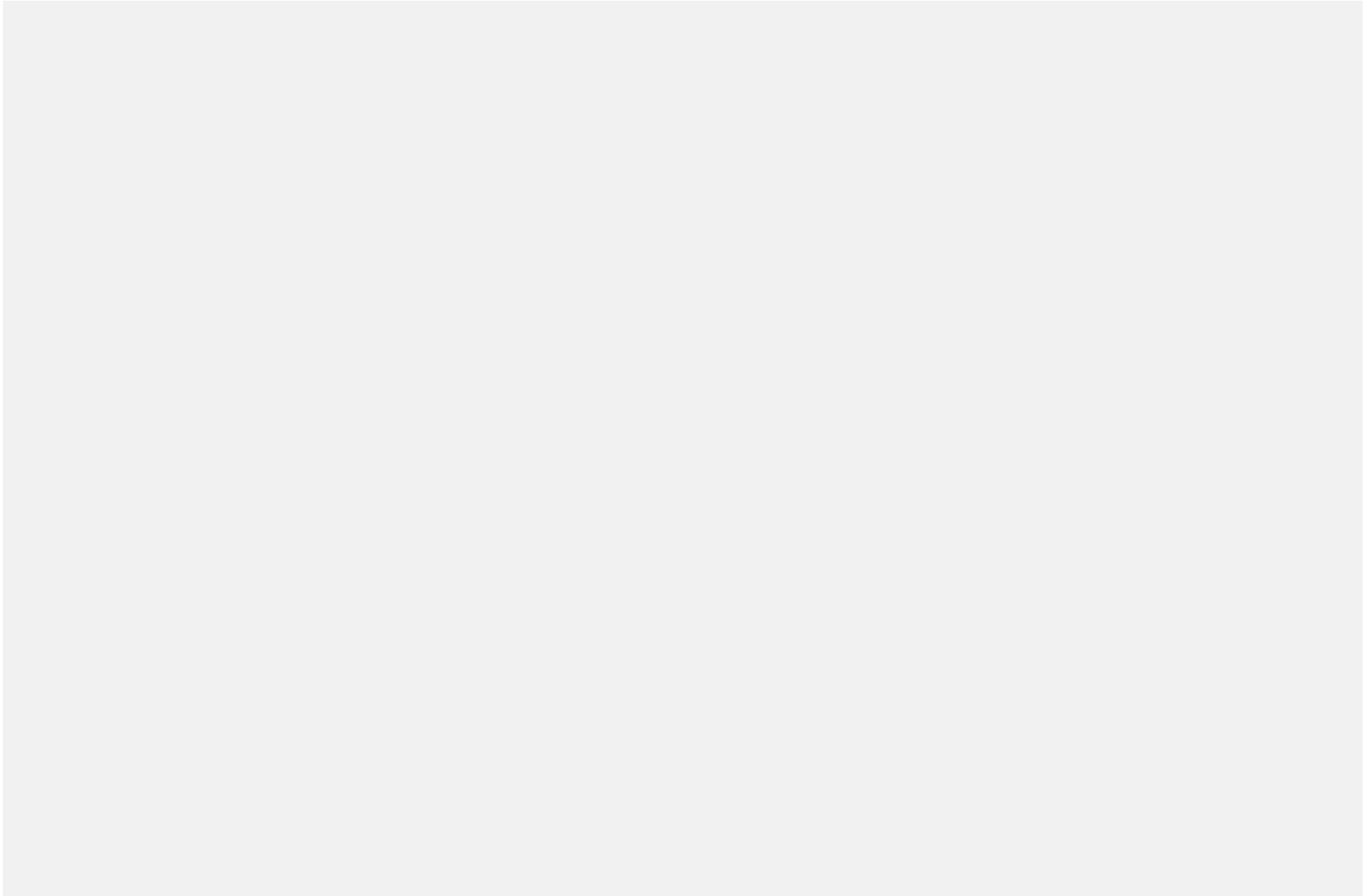
NOTES



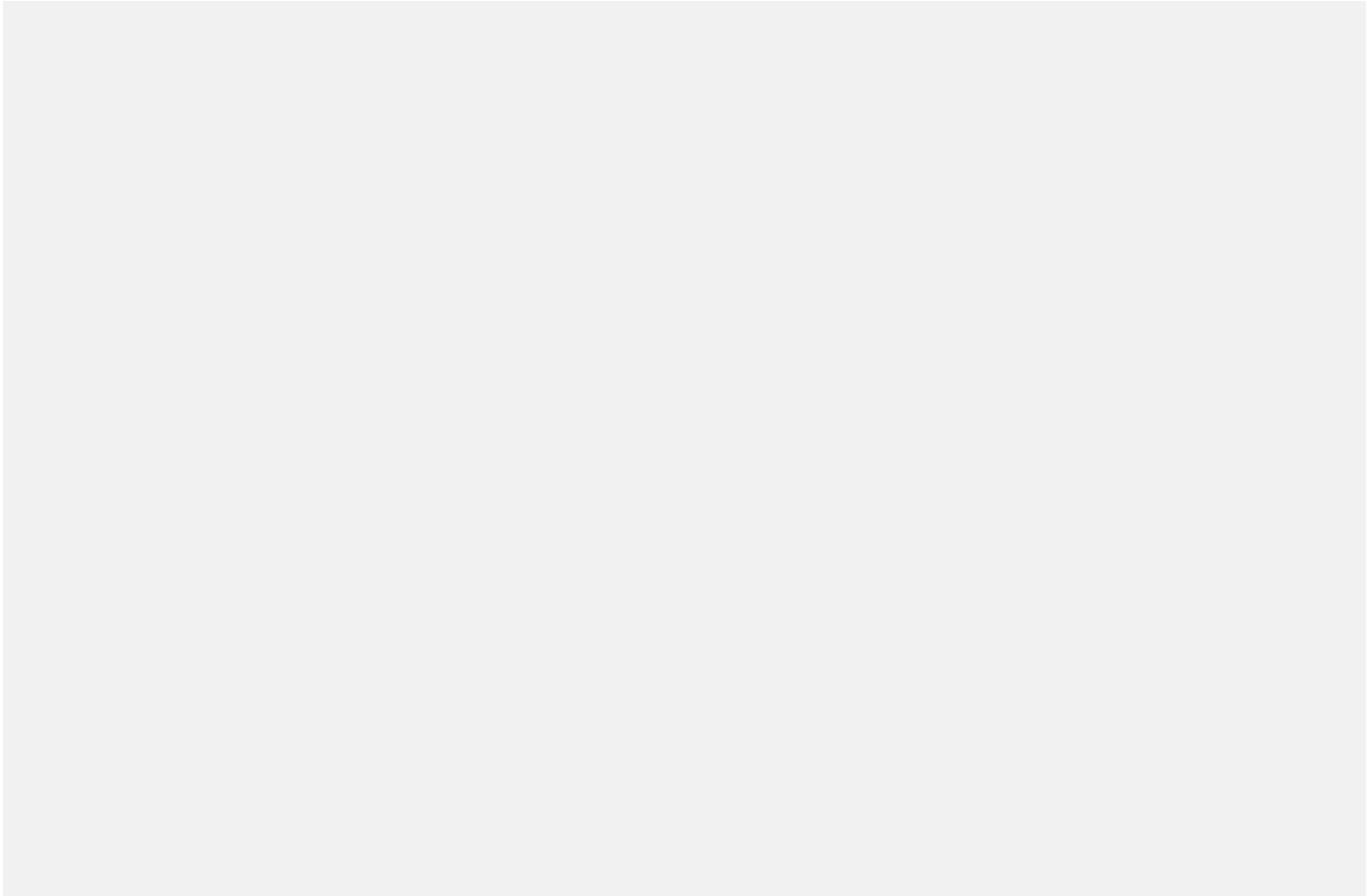
TIMING BELT BREAKOUTS



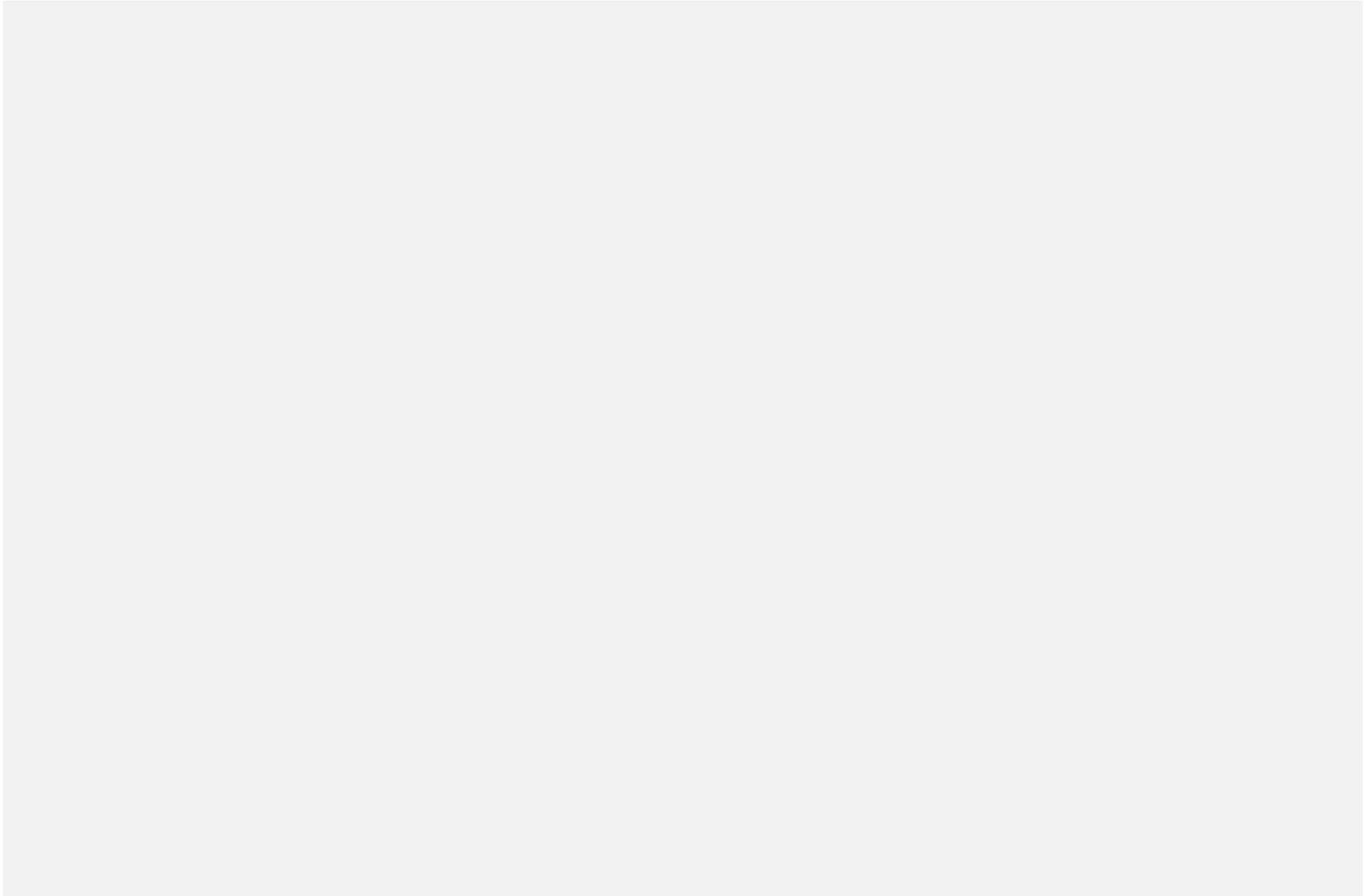
NOTES



NOTES



NOTES



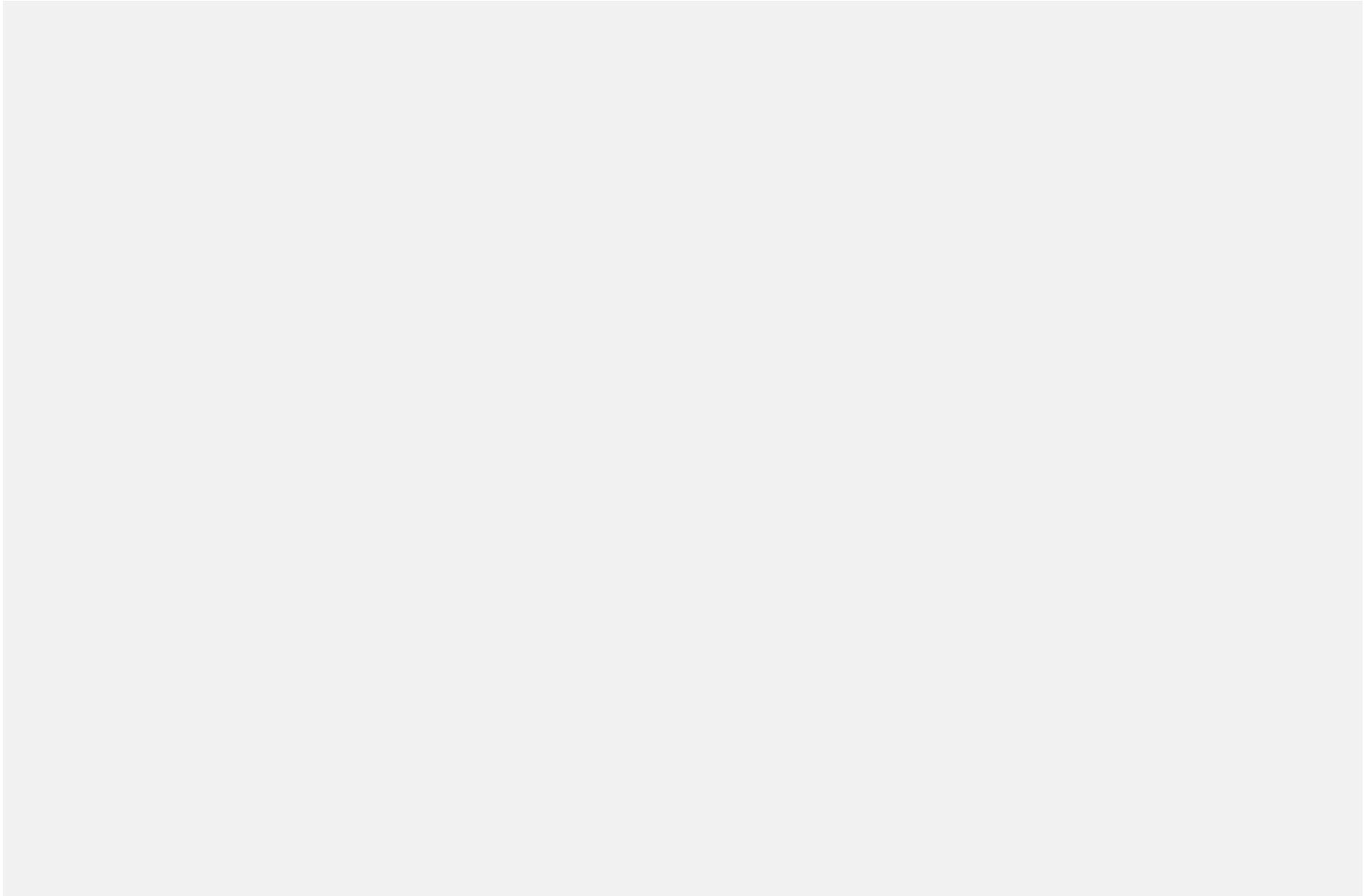
STRATEGIC PLANNING



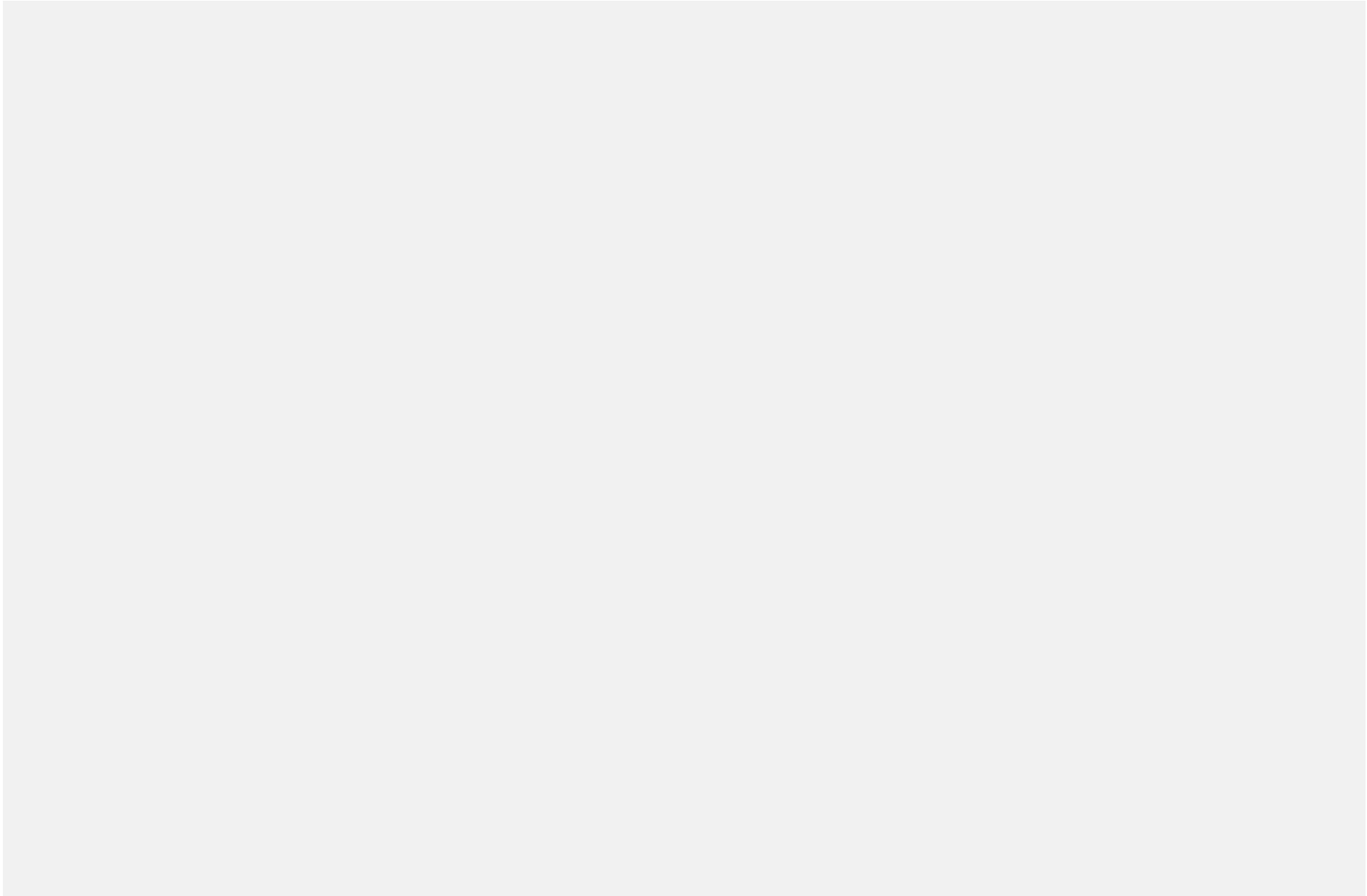
GAMEPLAN



NOTES



NOTES



NOTES

