



**Train the Team.  
Transform the Business.**

[www.shiftpointacademy.com](http://www.shiftpointacademy.com)

## **Shop Owner One-on-One Coaching**

As an independent automotive repair business owner, the way your shop presents itself and interacts with Clients starts with you. Your vision, expectations, systems and leadership behaviors directly shape how your Service Advisors, Client Service Representatives and Technicians show up every day.

Our goal is not simply to increase sales or improve numbers on a report. Those results are a byproduct of something deeper: **A leadership Team that is intentional about culture, process, and client care.**

For many years, this industry has been perceived as transactional: Focused on selling repairs rather than serving people. Whether fair or not, that perception is often created before a Client ever speaks with a Service Advisor. We change that perception by changing leadership alignment, expectations and execution. Together.

***This program is best suited for owners and managers who are ready to work on their business, not just in it.***

To build a shop that succeeds long-term, owners and managers must first clearly define:

- What “taking care of the Client” truly means in their business
- How that philosophy translates into daily processes and behaviors
- How Team members are coached, supported and held accountable

This coaching program is designed to help owners and managers align their leadership approach with the experience they want their Clients to have. That means:



- Reframing how success is measured beyond short-term sales
- Building systems that support consistency instead of firefighting
- Developing Service Advisors and CSRs whose goals align with company goals
- Creating a culture where confidence, clarity and professionalism thrive

As a leader, your role is not to close every sale, but rather to build an environment where your Team can confidently guide Clients through the repair process with integrity, clarity and care.

Our goal is to help you:

- Strengthen your leadership foundation
- Build repeatable processes that support your Team
- Coach and develop your Team more effectively
- Increase profitability by improving the Client experience at every touchpoint

**When leadership is aligned, the Team performs better.**

**When the Team performs better, Clients feel it.**

**And when Clients feel cared for, the sales follow naturally.**



## **Who is Tom Schearer?**

Tom Schearer is the President of Schearer's Sales & Service, Inc., a trusted European specialty shop in Allentown, PA, built on the core values of Trust, Quality and Personal Touch. Tom started his journey early with a clear goal: To own his own shop by the age of 25. With the love and support of his wife Christy, and the influence of early mentor and boss Ken Miller, that dream became a reality on July 6, 1995. It's taken time, bold moves and plenty of hard lessons, but Tom has grown Schearer's through an unwavering belief in taking great care of both his Team and his Clients. In 2024, Tom was honored with the Ratchet+Wrench All-Star Award. That same year, Schearer's was featured at Worldpac's STX Training Event and named runner-up for the Bosch Module Shop of the Year. But what Tom is most proud of is seeing his daughter Samantha receive the 2024 AAPEX Service Advisor of the Year Award, and having the privilege of presenting her with that award on stage. Over the past 3+ years, Tom has coached and mentored other shop owners through 180BIZ and the Auto Shop Owners Group (ASOG) Mastermind, though he's recently stepped back to focus on family, Schearer's, and supporting Samantha's launch of ShiftPoint Training Academy. Tom looks forward to the continued growth of Schearer's and implementing a different type of training strategy for auto repair shops alongside his daughter, Samantha, through ShiftPoint Training Academy.

He now strives to help independent automotive repair centers grow their businesses through one-on-one coaching. Tom is now working to leave the industry better than he found it by changing the way that we as service providers care for our Clients, thus changing the way that we as service providers are seen by them.



## Welcome to ShiftPoint Training Academy!



## **Getting Started**

Before meaningful change can happen, we need clarity at the ownership level so that we are on the same page and can ensure that we will be a good fit for each other (The same way that we want to ensure our Clients are a good fit for our automotive repair shops): This includes the processes, systems, and decision-making frameworks currently guiding your business, as well as the programs you have in place for your Clients. To establish this, we will have a sixty- to ninety-minute discovery/needs analysis Zoom meeting with you, the owner of the shop, to discuss the shop's financials (P&L, budget, etc.), Team structure/organizational chart, as well as strategic pain points and goals. From there, we can discuss expectations on both ends and next steps with the program if we decide we are a good fit for each other.

Each repair shop is very different and comes with their own history. For example, when Tom purchased Schearer's Sales & Service, Inc. in 1995, we had three bays and less than half of the Team we do now. Today, we have seven workable bays with 14 Team members. The coaching he needs now versus the training he required then is *not* the same. That is why it is important to perform the discovery call/needs analysis and individualize the program to you and your company.



## **Time Commitment from Owner**

We will meet weekly for one hour during the first four weeks of each month. These meetings are focused on working on your business rather than in it, with an emphasis on leadership clarity, accountability and execution.

Each month, we will develop and refine action plans for you and your Team. After every meeting, you will receive a written recap along with clearly defined next steps to support consistent progress and implementation.

The first month of our coaching relationship serves as a Foundation Month, during which we will complete a deep dive into your business, including your numbers, systems, structure and current challenges. At the conclusion of the Foundation Month, you will receive a custom 1-Page Business Scorecard built specifically for your company to help you continuously monitor and manage key metrics.

You should expect to spend time working on your business outside of our meetings, including implementing changes, leading Team meetings and reinforcing expectations. Meaningful results require consistent action between sessions, not just discussion during our scheduled calls.

## **Implementation Commitment from Owner**

You must be committed to your own growth as a leader, as well as the continued development and performance of your Team. Sustainable improvement does not happen without a culture that supports learning, accountability and change. Without that foundation, long-term growth is not possible.



As the owner of your company, you are responsible for supporting your Team's development and training, both during our time working together and beyond. This includes clearly communicating expectations, leading change and ensuring that new strategies and processes are implemented consistently.

You must be willing to provide an environment in which your Team can grow and perform at a high level. In some cases, this may require changing long-standing habits, systems or elements of your shop's culture.

Throughout our coaching relationship, we will develop and implement Key Performance Indicators (KPIs) to help measure progress, reinforce accountability, and support informed decision-making across your business.





## **On-Site Training Availability**

We are available to travel to your shop for in-person, on-site coaching to work alongside you and your Team while observing daily operations in your natural working environment. This includes evaluating workflows, leadership dynamics and how Team members interact with one another and with Clients.

On-site coaching allows for real-time observation, immediate feedback and practical application, making it especially effective for identifying blind spots, improving communication and reinforcing expectations.

To ensure the most accurate and valuable assessment, your shop must be fully staffed during the on-site visit. If on-site coaching is of interest, additional details and scheduling options can be discussed.



## **ShiftPoint Coaching Program Content**

Throughout our Coaching relationship, you and we will cover multiple different aspects of your business, all stemming from the Foundation Month (Month 1). This month will start with digging in on your business, numbers, what's going well, what needs to improve, etc. From there, we will develop continuous cycles of 90-day plans to work on a goal, measure it within 90 days, achieve the goal then move onto the next goal. We will work together to guide you through the process to achieve your results, *not* fix things for you. Things we'll work on developing include but are not limited to:

- Organizational chart
- Structure
- Team
- KPIs and goals
- Leadership
- Workflow

Each of these areas is explored at a depth appropriate for ownership-level decision-making, not day-to-day task execution.



## **Meeting Agenda**

Each month, we will meet for 60 minutes via Zoom for the first four weeks of the month. We will begin with a Foundation Month, where we will do a deep dive into your business to develop a better understanding. You will start the second month of our coaching relationship with a 1-Page Business Scorecard, an Organizational and Accountability Chart and a better understanding of your goals for the company. Following the Foundation Month, we will work through continuous cycles of 90-day plans to tackle different struggles and bottlenecks in the business, developing your skills as a Leader to accomplish the desired results.

