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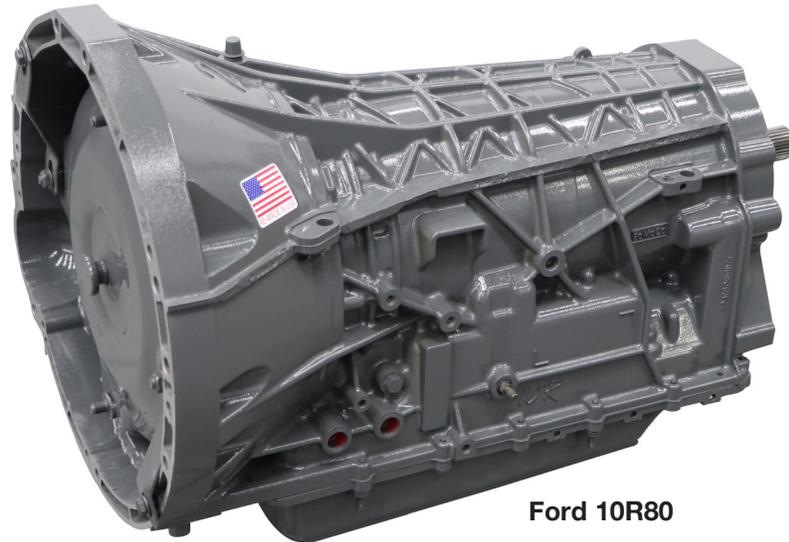
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JASPER® Offers Ford 10R80 for Late-Model Applications



Ford 10R80

Jasper Engines & Transmissions, the nation's leader in remanufactured products, announces the availability of its remanufactured Ford 10R80 transmission. These electronically controlled 10-speed transmissions are available on exchange for the following late-model Ford applications:

2017-2020 F-150 2.7/3.5L RWD
2017-2020 F-150 2.7/3.5L 4WD

Every JASPER remanufactured transmission is subjected to strict, high-quality processes:

- **Disassembly, meticulous inspection, and cleaning of components.**
- **All new and remanufactured parts are carefully inspected for correct tolerances, to ensure dependability.**
- **JASPER's research and product development ensures inherent issues in OEM design are corrected.**

- **Dynamometer testing is performed using a state-of-the-art software to simulate in-vehicle operation to ensure trouble-free product results.**
- **An available Premium Service Plan offers customers an even greater value.**

"In addition, JASPER offers rental of a remote programming device to enter the solenoid strategy and ID into the TCM for proper operation," said JASPER New Product Development Group Leader Brad Boeglin.

The Ford 10R80 is covered by JASPER's three-year/100,000-mile nationwide transferable parts and labor warranty. Full warranty disclosure is available on our website or upon request.

For more information on the complete line of JASPER remanufactured transmissions, please call 800.827.7455 or visit www.jasperengines.com.



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Published by:
Jasper Engines &
Transmissions
P.O. Box 650
Jasper, IN 47547-0650
Phone: 800-827-7455
Fax: 812-634-1820
www.jasperengines.com

J.M. Auto Service

Eveleth, located in the Iron Range of Northern Minnesota, is home to the United States Hockey Hall of Fame and the World's Largest Hockey Stick. It's also home to J.M. Auto Service, a full-service repair facility for cars, trucks, vans, and SUVs. They are also a location for snowplow sales, parts, and service.

Kevin Bird has owned J.M. Auto Service since May of 2021. Bird continues the automotive service established by founder John Meglen, who owned the business for 39 years. Since 1993, J.M. Auto Service has been located at 1303 Industrial Park Drive in Eveleth.

Thirteen employees man eleven service bays at J.M. Auto Service. "We have doubled the number of technicians in the last two years," said Kevin. "We can do everything from oil changes and tires to engine and transmission changes." Customers can utilize the comfortable and WiFi-equipped waiting area while their vehicle is repaired, or a shuttle service and loaner vehicles are provided for busier schedules.

The J.M. Auto staff includes ASE technicians certified in suspension and brakes. "We also do training through the NAPA Apprentice and Car Care program, as well as Shop Fix Academy," Kevin said. He also makes it a point to pay his employees to attend additional training and seminars whenever possible. Kevin ensures his staff stays current on all the latest technology and trends in the automotive industry and is working towards making auto repair



A few of the eleven service bays inside J.M. Auto Service in Eveleth, Minnesota.

as painless as possible for all his existing and new customers.

J.M. Auto Service has installed JASPER-remanufactured engines, transmissions, and differentials for many years. "We love the engineering improvements JASPER® makes to all its products," said Kevin. "The people that work for JASPER are top tier!"

As the canopy says outside the J.M. Auto Service entrance, "Customers Drive Our Service." Kevin and his staff expect continued growth as time progresses. "We would like to ramp up our service to be able to help out our customers as quickly as possible," he said. "We are dedicated to giving our customers professional service and superior results."



J.M. Auto Service in Eveleth, Minnesota, is a full-service facility, and a JASPER installer of quality remanufactured products.

Tips for Selling Large Ticket Items

By Craig Hessenauer, JASPER® Vice President of Fleet and National Accounts

Craig Hessenauer

has been a Jasper Engines & Transmissions Associate-Owner for 34 years, working primarily in the Mid-Atlantic region as a Regional Vice President. Craig was appointed JASPER Vice President of Fleet and National Programs in December of 2020.



Have you ever made an emotional decision that came back to haunt you? We all have, at one time or another. Emotion plays a primary role in all decisions we make. Your feeling is rooted in the basic need to survive, where reaction time is critical for avoiding life-threatening situations. Studies have proven emotion will drive your action well before your thinking process begins. In short, when faced with immediate danger, we move first and then decide which way to go.

This psychic and physical reaction, known as emotion, is driven by over 100 million neurons in the intestinal tract (gut instinct) and your heart's electromagnetic field, estimated to be 5,000 times stronger than the brain's electromagnetic field. Also participating is your heart's atrial peptide chemical, which is thought to be the primary driver of motivated behavior. Now, acting as a traffic cop on your internal information highway is your Medulla, which is found at the base of your brain. The Medulla houses a vital link known as the Reticular Activating System, which connects the major nerves in your spinal cord with your brain via the Limbic System. Evidence has shown that this Limbic System (seat of emotions in the

brain) operates 80,000 times faster than the cerebral cortex (the thinking side of the brain).

Wow! No wonder I can't think straight!

Yes, it's no wonder we struggle with deciding unfamiliar situations. With all those neurochemicals and electromagnetic nerve impulses driving our reactions well beyond the speed of light, we begin moving long before we have time to think about it. Have you quoted any large ticket repairs lately to customers who needed to prepare for the expense? I'll bet I can describe their reaction:

"...Ah, which way was that door again?" Escape!!! Escape!!!

Unfortunately, a large percentage of "declined repairs" will be when the fear associated with unfamiliarity is driven by emotion. The cerebral evidence presented suggests that reaching the customer's thinking (logical) side of the brain before quoting the price on large ticket repairs will help them avoid making a decision based solely on the protective instincts found in human behavior. Remember, emotion will get the customer moving quickly but not necessarily in the best direction for their family's needs. The following are a few steps you can take to help your customers make better decisions when faced with significant ticket repairs.

1) Shift your paradigm. Avoid passing judgment on whether the car is worth it or not. Your customer's emotional attachment to the vehicle and financial circumstances will likely differ significantly from yours. If you still think the vehicle is too old for an extensive ticket repair, many, if not most, JASPER products are purchased for vehicles over ten years of age. When considering the ris-

ing prices of used cars and the long-term debt associated with buying a new car; for many American families, keeping what they have is the most economical solution for cash flow and debt management. That's one reason people keep vehicles longer than ever before.

2) Be prepared. Recognize these more extensive ticket repairs will take more of your time to quote than routine maintenance. We're talking major emotion here! You'll need to educate yourself before quoting to help offset your customer's initial "Escape, Escape" instinct. Prepare written details for the recommended repairs and be ready to explain how the customer will benefit. Also, familiarize yourself with how the vehicle is being used. Discussing these facts will help your customer access the thinking (logical) side of their brain, which is needed to make a thorough decision.

3) Educate the customer before quoting the price. Help them get familiar with all that is involved. In addition to the list of recommended repairs, try to incorporate educational information about the products being installed. There are many facts online, you should provide the educational information rather than risk the customer going elsewhere to educate themselves.

4) Include the other half. Provide the detailed list of recommended repairs and the educational information with the expectation that a spouse, a trusted friend, or a family member will likely be called upon to help in the decision-making process. A common mistake is relying on the spouse to verbally communicate all the facts you shared with them. Much will be lost in the translation. Providing formal quote information and educational materials will improve the chance they will have all of the facts to make an informed decision.

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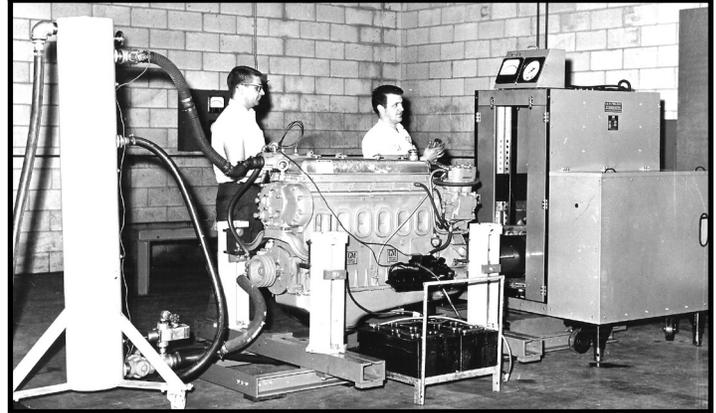
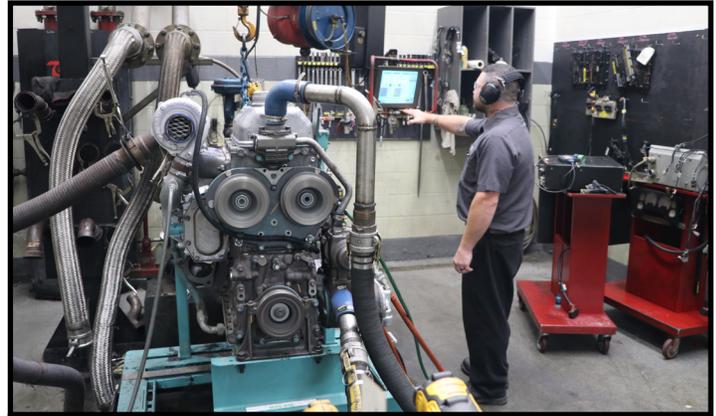
End of An Era... The Last Two-Stroke Detroit Diesel

Jasper Engines & Transmissions shipped a Detroit Diesel 3-53 on July 20th. It was the last two-stroke Detroit remanufactured at the Jasper, Indiana, facility.

The unmistakable sound of a two-stroke Detroit Diesel at full song on the dyno could be heard throughout JASPER's Diesel Division since its founding in 1967. "The Diesel division once thrived as a job shop and specialized in low volume one-off diesel engines, with the two and four-stroke Detroit engines making up a bulk of that custom engine rebuild," said JASPER® Director of Diesel Manufacturing Ryan Dooley. "Parts availability and the growing demand for the more popular light-duty diesel engines have forced us to reevaluate our current product offering. The sound of a two-stroke Detroit diesel engine on the dyno will certainly be missed!"

Considered simple and adaptable, a two-stroke Detroit propelled almost every heavy-duty on-road and off-road application, such as over-the-road and delivery trucks, fire trucks, transit buses, and motorcoaches. The "Screamin' Jimmy" could also be found in military vehicles, on the water in fishing and other work vessels, and in coal mining, agriculture, and construction.

The Detroit Diesel Engine Division of General Motors introduced the inline six-cylinder 71 Series two-stroke engine in 1938. V-type engines and the 53 Series followed in 1957. Production of the 92 Series Detroit started in 1974. Commercial production of the two-stroke Detroit Diesel ended in the mid-1990s because the engine could not comply with modern emission regulations.



(top) Associate Josh Pate tests the last Detroit 3-53 two-stroke on JASPER's diesel dyno July 20th. (above) A 6-71 is being dyno tested by Bob Rickelman and Jim Hemmingway back in 1967 - JASPER's first year of diesel engine remanufacturing.

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5) Pre-arrange a time to follow up.

Meet with the customer, their other half, or both parties to answer additional questions that may arise after they have had time to review the information provided. A follow-up not only offers an opportunity to answer other questions, but most importantly, it demonstrates your genuine care and concern.

6) Finally, a tip for selling Jasper Engines and Transmissions.

Not many people know this, but the "Consumer Video" found on our website was produced based on what your fellow shop owners, who sell many JASPER products, described as their communication process for quoting a major repair.

The "Consumer Video" intends to communicate what you discussed with your customer to that "other half" person you typically aren't in contact with. A decision based on knowledge is far better than one made in haste. We at JASPER recommend having your customer watch this "Consumer Video" before you quote the price of a significant repair. This preliminary educational tool will help your customer include a logical thought process for a more thorough decision.

Reference: The other 90 % by Robert Cooper. Chapter 2 "Use your Brains: All three of them" pgs. 12 through 21 (No, I am not this knowledgeable all by myself).

QR Code for Past Newsletters



Our July 2023 Newsletter was emailed to our many customers around the country. Please scan the QR code above if you did not receive the e-mail copy, and would like to read the articles from previous issues. Ask your sales representative about getting on our e-mail list!

Make JASPER® your Brand of Choice. Call us at 800.827.7455, or log onto www.jasperengines.com for more information on our remanufactured products.

Meet JASPER's Calender Winners for 2024



1957 Chevy Bel Air owned by Dennis Aungst of Pine Grove, Pennsylvania.

Thank you! Our customers come through each year for the annual Jasper Engines & Transmissions calendar, and once again, this year was no exception! We had really great entries for our 2024 edition.

Entries received this year were judged on adherence to the category, equipment appearance, and the quality of the photograph or image.

Entrants whose work appears in the calendar will receive a special gift package.

Congratulations to this year's winners:

**Dan & Suzanne Knies
Jasper, Indiana
1977 GMC High Sierra**

**Dennis Aungst
Pine Grove, Pennsylvania
1957 Chevy Bel Air**

**Jim & Mary Malloy
Fleming Island, Florida
1967 Pontiac Firebird Convertible**

**Kevin Ward
New Tripoli, Pennsylvania
1970 Chevy Chevelle**

**Steve & Tracy McPike
Burien, Washington
1970 AMC AMX**

**Samuel "Putt" Tolley
Lexington, Tennessee
1987 Chevy El Camino**

**Curtis Lacefield
De Queen, Arkansas
1972 Chevy Cheyenne Super**

**Darcy & Greg Hendershot
Greencastle, Indiana
1974 Dodge Dart Swinger**

**Jack Berg
St. Augustine, Florida
1957 Chevy Corvette**

**Joel Smith
Lincolnton, Georgia
1955 Chevy 210**

**Lafayette Bonner
Orange Park, Florida
1953 Chevy 3100**

**Steve Mascarello
Statesboro, Georgia
1964 Pontiac Tempest**

**Lori Bertram-Cebulskie
Orange Park, Florida
1966 Ford Mustang**



1977 GMC High Sierra owned by Dan & Suzanne Knies of Jasper, Indiana.



1970 AMC AMX owned by Steve & Tracy McPike of Burien, Washington.



1972 Chevy Cheyenne Super owned by Curtis Lacefield of De Queen, Arkansas.



1974 Dodge Dart Swinger owned by Darcy & Greg Hendershot of Greencastle, Indiana.

JETT Grants Help Area Organizations

Jasper Endows Today and Tomorrow (JETT) presented a \$2,000.00 grant on September 12th to Purdue Extension - Dubois County.

The grant will help cover the purchase of 72 two-way radio kits, headsets, and chargers for their Southern Indiana 4-H Camp.

Purdue Extension - Dubois County is part of a twelve-county 4-H camp for youth in Grades 3-8, with youth in Grades 9-12 acting as camp counselors. As part of the 4-H camp, adult chaperones and camp counselors utilize two-way radios to communicate the whereabouts of campers, the need for nurses, and much more.

The radios currently used are at least ten years old and have become unreliable when trying to speak in them. They do not hold a charge, and some you can listen but not transmit.

In addition, since the camp number increased by 30%, there needs to be more two-way radios for all adult chaperones, junior directors, camp counselors, and class leaders to have each their own.

Other organizations in the area, including the YMCA, Boy Scouts, and Girl Scouts, offer overnight camps, but 4-H offers youth the opportunity to meet others from several different areas across Indiana.

JETT also presented a \$2,500.00 grant August 11th to Strings, Inc. of Jasper, Indiana. Strings, Inc. is a non-profit arts organization dedicated to providing professional, personalized violin instruction for students in southern Indiana. Under Rafaela Schaick's direction, the organization has served students from Dubois, Spencer, Orange, Pike, Daviess, Gibson, Martin, and Crawford counties. Local school districts in these counties do not offer stringed instrument instruction in their schools.

"Strings, Inc. plans to set up an endowment for their organization to be more self-sustaining," said Phalong Zehr, JETT Granting Committee member. "The Dubois County Community Foundation requires \$5,000.00 to begin an endowment. Strings, Inc. fundraised \$2,500.00 and asked JETT for a grant to cover the rest."

"Even though we are funded through tuition and individual contributions, it's not sustainable for us to ask for more money every year," said Schaick. "The JETT grant is a way to start that endowment where we can be sustainable."

JETT is a giving circle for Associate-Owners of Jasper Holdings, Inc. and their families. It focuses on pooling resources, creating a more significant combined impact in our communities. Founded in 2013, JETT is dedicated to enriching the lives of friends and neighbors in the community while educating its members on philanthropy and resources to improve area communities for today and tomorrow.



Purdue Extension - Dubois County received a \$2,000.00 grant September 12th from Jasper Endows Today and Tomorrow for the purchase of radios and chargers to use at their Southern Indiana 4-H Camp.



Representatives of Strings, Inc., a non-profit group providing stringed instrument instruction in Southern Indiana locations where it's not offered by local schools, pose with their \$2,500.00 grant from JETT.

Turning Passion Into Profits

By Darrin Barney, President - EliteWorldwide, Inc.

Darrin Barney

started his own auto repair and 4X4 business in 2003. By having a dedication to the success of his employees that is unlike any other, as well as to the care and safety of his customers, his success quickly caught the attention of the industry, and it's brought about his being featured in countless podcasts and nationally published articles. He's been on the cover of Auto Inc. magazine, and he's spoken at a number of the industry's largest events. Before becoming President at EliteWorldwide, he filled the role of lead trainer for the industry-acclaimed Master's Service Advisor Program, and he's coached a number of clients to incredible levels to help Elite grow into the remarkable brand it is today.



Picture this: Two brothers passionate about anything 4WD, a small shop, and a relentless drive to succeed. As an automotive shop owner or manager, you know your journey is more than just about vehicles – it's about transforming your dreams into reality. I'm here to share my journey from being a hands-on shop owner to serving as President of Elite Worldwide, where I pour my heart each day into helping shops like yours thrive. Together, let's rev up the engines of your automotive shop and hit the road to success.

1. Vision Drives My Success:

My journey began with a simple vision – creating an outstanding automotive shop. I dreamed of a place where customers felt like family, and we got

to enjoy our passion for 4-wheeling and the outdoors, and finally, where service excellence was non-negotiable. This vision has been our guiding star, steering us through the twists and turns of this industry. Define your vision and let it fuel your determination to achieve greatness.

2. Lifelong Learning:

From our early days as brothers, with Chad's mechanical skills and my passion for helping people, to our evolution as seasoned shop owners, one thing remains consistent – the need for continuous learning. The automotive industry evolves rapidly with new technologies and innovations. Commit yourself and your team to ongoing education. Seek out workshops, certifications, and training programs. This not only boosts your expertise but keeps the passion alive.

3. Customer-Centric Approach:

Every successful journey in the automotive industry centers on satisfied customers. I've learned that listening to their concerns and exceeding their expectations is paramount. It's not just about fixing cars; it's about building relationships. Happy customers become loyal advocates and the driving force behind your shop's reputation.

4. Empowering Our Team:

Our team is the heartbeat of our shop. We empower them by providing the tools, knowledge, and trust they need to excel. A culture of collaboration and open

communication is vital. Recognize and celebrate their achievements and offer opportunities for growth within the organization. When your team feels valued and motivated, they become the driving force behind your shop's success.

5. Streamlined Operations:

Efficiency is the engine that propels profits. Invest in modern tools and equipment that enhance productivity and precision. Optimize your shop's scheduling and workflow to eliminate bottlenecks. Regularly refine your processes to reduce waste. Every improvement in operations translates to a smoother journey toward success.

6. Marketing and Branding:

A solid online presence and effective marketing are essential in today's digital age. I've witnessed the impact of a professional website, engaging social media, and strategic online advertising. Consistent branding and messaging make your shop memorable in a crowded marketplace.

7. Adaptability:

Over the years, I've seen how the automotive industry can shift due to external factors. Staying agile and adaptable is crucial. Embrace new technologies and trends and be ready to pivot your strategies. Your ability to adapt will determine your shop's resilience.

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Elite™
PEOPLE. PRINCIPLES. RESULTS.



100% Associate Owned

JASPER ENGINE AND TRANSMISSION EXCHANGE
815 Wernsing Road · P.O. Box 650 · Jasper, IN 47547-0650
e-mail: sales@jasperengines.com
www.jasperengines.com



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8. Accountability and Metrics:

I've always believed what gets measured, gets managed and improved. Regularly track key performance indicators (KPIs) and set specific goals for your team. Hold them accountable for results. Monitoring metrics enables data-driven decisions and continuous improvement.

Conclusion:

My journey in the automotive industry has been a roller-coaster of challenges and triumphs. I've learned success is a journey, not a destination. You can steer your automotive shop toward greatness with a clear vision, a dedicated team, and a

relentless drive. All of us at Elite believe in your journey, and we're here to support you every step of the way. So, fasten your seatbelt, keep your passion alive, and let's take your shop on a thrilling ride toward the success you deserve.

Let us know if we can help YOU on your journey!

Editor's Note: Darrin Barney is the president of Elite, a company that strives to help shop owners reach their goals and live happier lives while elevating the industry at the same time for over 30+ years. Elite is #1 in the industry for providing coaching and training from the industry's top shop owners and provides service advisor training, peer groups, and online and in-person sales, marketing, and shop management courses. You can contact Elite at www.eliteworldwide.com or by calling 800.204.3548.