

## EDITORIAL GUIDELINES

**AutoSuccess** and **Dealer Service** are publications that stand out by providing thought-provoking, solution-based articles that our readership can immediately put into effect.

As an advertiser, we want to offer you the opportunity to connect with our readership as an industry expert. So, while thinking of possible submissions, please keep the following guidelines in mind:

- **No Advertorials** — We do not allow direct endorsement of companies or products. Articles not complying to this guideline will be edited to conform if possible, or returned if not.
- Articles are approximately 250 to 750 words in length and are “how-to,” solution-based articles on leadership, marketing, sales & training and F&I. We want readers to be able to put into practice what they read in our magazine.
- No previously published articles will be accepted. Writers will be held accountable.
- All articles are subject to editing by *AutoSuccess* and *Dealer Service*. Once an article has been edited and published, we retain all rights to that article. Reprints are available through *AutoSuccess* and *Dealer Service* only.
- All articles must have the following biographical information: Name, title, company and website.
- All articles must have a photo of the author — The photo needs to be high-resolution. See example at right.
- Writers will be sent a deadline for submission by our editor each issue. If an article is received after that deadline, we reserve the right to hold the article for a later issue, to be determined or to edit the article to fit space available in that month’s issue.
- Writers will be sent a proof of their article as it will appear, and be given a 24-hour window to reply with questions or changes before going to print. While we will correct for errors, questions about editing to fit the editorial style of *AutoSuccess* and *Dealer Service* or editing for length will be considered on a case-by-case basis.

*AutoSuccess* and *Dealer Service* back issues are available at [autosuccessonline.com/magazine-archive](http://autosuccessonline.com/magazine-archive) for reference on how articles are presented.

For any questions about these requirements, or information on submitting an editorial to be published, contact Jennifer Clements.

**LEADERSHIP SOLUTION**

### What We Receive from Mentoring

Mentoring isn't a linear path in the Theory of S, but rather a cycle — one where play different roles throughout our lives. When we're starting out on a journey — a new career, getting married, having children or any other “life event” — we give ourselves the best chance to excel if we ask someone with more experience to be our guide and our coach. Finding mentors to share their wisdom and to challenge us to strive for more is the foundation of the Theory of S.

But that's not where it stops. In fact, the journey is just beginning. Once we have gained our own wisdom from our experiences, it's time to give back what we've been given to someone coming up behind us. We do this not only because it's the right thing to do, but because that's how we continue to grow, improve and hold ourselves accountable. By being a mentor to others we both encourage others and allow ourselves to keep growing in three specific areas:

- 1. WE BOLSTER OUR OWN TRAINING**  
The best way to learn something, to truly understand it and live it, is to teach it to someone else. When we do, we internalize the lessons. When we have others looking to us for advice and for guidance, it's crucial we “walk our talk.”
- 2. WE BECOME MORE GENEROUS**  
When we give our time to others, we stretch ourselves to fit them into our schedules and our lives. There may be moments when this feels like a sacrifice, even if it's more than willing to mentor them. The time we spend, however, doesn't just affect the person we're mentoring; it also improves our generosity, which will improve our lives in ways we can't predict.
- 3. WE GAIN A BETTER PERSPECTIVE ON LIFE**  
If we only live for ourselves, our lives become myopic, and we'll never reach our true potential. Viewing the world from another's point of view and interacting with them in meaningful ways grows our own perspective and allows us to experience events in new and exciting ways.

When a high school student crosses the graduation stage, for example, who's providing the student or higher parents' financial support probably feel more grateful because they've seen their child meet challenges and rise above them. They know what was ahead of them and assisted them in meeting those trials. When their child wins, they feel the victory as well.

Mentoring is the same process. As the more experienced person in the relationship, we know what's coming their way more than they do since we've been there. When we see them strive to become more and overcome an obstacle, the joy we feel makes our part in the struggle absolutely worth our effort.

**LINKS IN A CHAIN**  
Living a Theory of S life is giving back and paying it forward. When we see the same we engage we or we ourselves someone who needs it, we become a link in a chain of giving success that enhances our lives and makes the world a better place.

**CHRIS SANDRINO**  
Vice President, Sales & Service  
The Hub City  
HubCity.com



**SALES TRAINING SOLUTION**

### Educate, Don't Sell with Videos

As you know, your customers are busy. They don't have time to read a 10-page sales manual or listen to a 30-minute sales presentation. They want to learn quickly and easily. That's why video is the most effective way to educate your customers and build trust. It's also the most engaging way to show your product and service in action. And it's the most convenient way to share your expertise and build your brand. In short, video is the best way to educate your customers and build trust. It's also the most engaging way to show your product and service in action. And it's the most convenient way to share your expertise and build your brand.

**SCOTT ROBERTS**  
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**Full-Service Alloy Wheel Repair**

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**Photo Example:** High-resolution photo with ample head space as well as space on the left and right of subject.



Babcox Media Inc.  
3550 Embassy Parkway Akron, Ohio 44333 • Babcox.com

Editorial Inquiries Contact:  
**JENNIFER CLEMENTS**  
Editor  
[jclements@babcox.com](mailto:jclements@babcox.com)  
330.670.1234 ext. 265