

SuperConference / 2015

Bonus Breakouts Palm Springs, California

Friday, March 13th 1:15 - 2:45 p.m.

Location

- 1 Are You Ready? How to Create a Service Readiness Plan**
Chris Chesney – CARQUEST
- 2 BYOB – Build Your Own Brand!**
Todd Westerlund - Kukui
- 3 The Holy Grail of Effortless Marketing**
Brian Warfield – Mitchell 1
- 4 Run. Do Not Walk. Exit the 1960's. Go Digital.**
Uwe Kleinschmidt - AutoVitals, Inc.
- 5 You're the Best Shop in Town, But Does Everyone Know It Yet?**
Charles Taylor – CW Taylor Marketing
- 6 First Look at Autoshop Solutions' Revolutionary Tool That Will Change Your Business**
Danny Sanchez – Autoshop Solutions
- 7 Increase Your Car Count and Position Your Business for the Future**
Dave Crawford – The Hybrid Shop

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1 Are You Ready? How to Create a Service Readiness Plan

Chris Chesney - CARQUEST

Being ready to serve is your promise to your customer and is critical to your success. Sure you say you are ready, but what does Service Readiness really mean and how does it impact your relationship with your customers – if your definition of being ready doesn't match theirs? This session will identify the elements of a *Service Ready Plan* and will focus on how to implement that plan keeping the promise you make to your customers every day.

2 BYOB – Build Your Own Brand!

Todd Westerlund - Kukui

No one knows your business better than you. Where is your audience? What social media networks are they using? How are they finding you? Be your own social media manager by thinking like a customer and building your brand in your community. This breakout will illustrate how web users utilize social media as information sources, how media affects buying decisions, and how small business owners can benefit from engaging users on social media. Learn how to manage and monitor your online reputation.

3 The Holy Grail of Effortless Marketing – Mitchell 1's Shop Management Software Now Features Integrated SocialCRM

Brian Warfield – Mitchell 1

What if...? What if your customers were more like your friends and family rather than just anonymous customers with broken vehicles? Could it transform the way they look at your business? Successful 21st century marketing isn't about e-mails, reviews, and Facebook likes, but rather the one-on-one relationships that these tools can help you create. Could you build a closer relationship with a customer if you could easily see in plain sight their review from a previous visit –while they're standing at your front counter? If you could see that they reviewed your shop favorably and you could see that they shared that review with their friends on Facebook, would you treat them a little differently? Find out how this new way of transforming your business can be as effortless as using your Mitchell 1 shop management software.

4 Run. Do Not Walk. Exit the 1960's. Go Digital.

Uwe Kleinschmidt - AutoVitals, Inc.

You have heard the crazy rumors from some ATI shops that they are showing an ARO increase of 20% and more who are using digital inspections and shop workflow management software. Well, the rumors are true and Uwe would like you to join in this exciting breakout session with some fellow ATI shops that have already visited the future.

This session will focus on the recipe for how to successfully eliminate paper and the paper rack altogether, and with it the frustration of repetitive busy work

- Have the service advisor focus on the customer interaction and the tech on the vehicle
- Dispatch techs based on availability, billed hours calculation and tech productivity
- Run your shop remotely with real-time reports impossible in the paper era
- Create educated customers, who authorize the work proposed at significantly higher rates

5 You're the Best Shop in Town, But Does Everyone Know It Yet?

Charles Taylor – CW Taylor Marketing

Nowadays it's important for auto repair shops to have a unique marketing approach online that resonates with the community surrounding it. This session will give you the tools to develop a long term plan for success and help you avoid "Happy Meal Marketing" techniques that don't provide positive results. Whether you're just starting to implement online strategies or have a few messes to clean up out there, this is 90 minutes that could change the next 9 months of your shop's future and beyond!

6 EXCLUSIVE SUPERCONFERENCE REVEAL: First Look at Autoshop Solutions' Revolutionary Tool That Will Change Your Business

Danny Sanchez - Autoshop Solutions

Be prepared to be blown away! Autoshop Solutions leads the industry with innovations to help shop owners be more profitable, and CEO Danny Sanchez has chosen SuperConference 2015 as the stage to reveal the next generation of automotive marketing tools. At the ATI SuperConference, you will be the FIRST to see this revolutionary breakthrough several years in the making. If you're tired of being confused by all of the Websites, Platforms, SEO, Social Media, Pay Per Click, E-mail Marketing and so on, and you just want to get ahead and grow your automotive business, this is the way to do it. Everything will be revealed here – you don't want to be the one left out!

7 Increase Car Count and Position Your Business for the Future

Dave Crawford - The Hybrid Shop

Learn how The Hybrid Shop's proprietary technology and innovative marketing can help you *drive revenue, increase car count, and position your business for the future*. The Hybrid Shop, leaders in the HEV-EV service and repair industry, will discuss the evolutionary changes in the automotive industry including the hybrid cars and technology of today, and will show you how to position your business for success as the hybrid industry continues to grow.