

# SuperConference 2015

Round Tables      Palm Springs, California

Select only one from each session

**Thursday, March 12<sup>th</sup> 1:15 - 4:45 p.m.  
Friday, March 13<sup>th</sup> 8:00 - 9:00 a.m.**

- 1** **Want to Know the SECRET to Delivering World Class Service?**  
ATI Coach - Don Walter, Sr.
- 2** **Secrets to Developing the Happiest, Best Performing Staff You Have Ever Had.**  
ATI Coach- Geoff Berman
- 3** **Coaching and Mentoring Your Crew with Compassion**  
ATI Coach – Brian Hunnicutt
- 4** **Is the Superstar You Want Already Standing Next to You?**  
ATI Coach - Steve Privette
- 5** **First “Who” Then “What” – How to Find the Right People And Stop Feeling Stuck.**  
ATI Coach – Eric Twiggs
- 6** **False Evidence Appearing Real – How to See Your Challenges for What They Really Are and Learn Not to Just Overcome, but to Excel!**  
ATI Coach – John Leslie
- 7** **Overcome the Challenge of Change as You Prepare for Succession**  
ATI Coach – Mike Warren
- 8** **How to Achieve Dynamic Performance Management**  
ATI Coach – Kevin Myers
- 9** **Your Web Presence as a Whole: The Big Things That You May be Missing**  
ATI Coach – Mike Bennett
- 10** **911: Do You Have What It Takes?**  
ATI Coach – Kim Hickey

Location	1:15 - 2:15 p.m.	2:30 - 3:30 p.m.	3:45 - 4:45 p.m.	8:00 - 9:00 a.m. Friday
A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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F	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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## **1 Want to Know the SECRET to Delivering World Class Service?**

ATI Coach - Don Walter, Sr.

If the answer is yes, this is the right Round Table for you. Don will give you an inside look at world class customer service strategies. Teach your employees how to deliver exceptional customer service on a consistent basis, so that your company can too. Is your shop focused on delivering an experience that brings customers back time and time again, with their friends in tow? Learn How!

## **2 Secrets to Developing the Happiest, Best Performing Staff You Have Ever Had**

ATI Coach - Geoff Berman

Don't miss this incredible opportunity to learn simple strategies to help train your staff correctly and help them become a master at what they do. You will also learn easy ways to give your staff purpose and create a culture that others will want to be a part of. You will finally be able to move your people beyond compliance, and have the happiest best performing staff you have ever had.

## **3 Coaching and Mentoring Your Crew with Compassion**

ATI Coach - Brian Hunnicutt

Of course you want to have a great work place for your team to go to every day. So, are you or your employees running the show? Do your customers control your sales process? Do your vendors take advantage of you? This Round Table is about getting and keeping control of your business, without pain or revolution. Learn proven ways to create the environment and culture you want, through compassion.

## **4 Is The Superstar You Want Already Standing Next to You?**

ATI Coach - Steve Privette

It's been proven that the most loyal staff members are the ones that you grow and develop yourself. Learn the secrets to turning your mediocre team into top performers. You will learn four proven motivational techniques that have been used by the most successful shop owners in North America.

## **5 First “Who” Then “What” – How to Find the Right People and Stop Feeling Stuck**

**ATI Coach – Eric Twiggs**

Are you stuck working IN the business instead of ON your dream? Working the counter or turning wrenches out of necessity is like owning a job that you can't quit! Eric shares his six time-tested, proven steps for finding “Mr. Right”. Finally, assemble the team you have always dreamed of having and experience the level of freedom that you have envisioned all along.

## **6 False Evidence Appearing Real – How to See Your Challenges for What They Really Are and Learn Not to Just Overcome, but to Excel!**

**ATI Coach – John Leslie**

At some point everyone loses their passion. Everyone has doubts that can begin to consume them. Learn the *why* behind these common problems and how to rise above them. Discover the three keys that every successful business should know and practice every day. Unlock the true potential of your business.

## **7 Overcome the Challenge of Change as You Prepare for Succession.**

**ATI Coach – Mike Warren**

You've survived, flourished and changed with the times, but what happens at the next level right around the corner? How will you react to changes that you don't really understand or even agree with? Is it necessary, is it a mistake or is it the natural evolution of the ever-changing marketplace? Learn to navigate through change to invent the future instead of trying to redesign the past.

## **8 How to Achieve Dynamic Performance Management**

**ATI Coach – Kevin Myers**

In today's shop environment, the importance of performance based management techniques and improvement is vital to everything you do. Finally understand how to make your life easier and your business more profitable by learning how to set up effective SOP's (standard operating procedures) that allow your team to meet your expectations, while holding each other accountable.

## **9 Your Web Presence as a Whole: The Big Things That You May be Missing**

ATI Coach – Mike Bennett

This is an advanced Round Table that will take your understanding of online presence and online marketing to the next level. Learn how Search Engine Optimization, Search Engine Marketing and your web presence should come together to maximize your online visibility. Google is no longer the only "Gorilla in the Room". **LEARN ABOUT THE LATEST CHANGES** in search algorithms, the rise in importance of Bing, Yahoo & Yelp and the importance of having a great website. These are strategies every savvy shop owner should understand to maximize their Internet presence.

## **10 911: Do You Have What It Takes?**

ATI Coach – Kim Hickey

Things happen! Do you have the leadership qualities necessary to respond to emergency situations at your shop? In the heat of the moment, could you respond or would you just react? Do you have policies, processes and procedures in place that make it clear to everyone at your shop how to effectively handle emergency situations?