

SuperConference2016

AMELIA ISLAND, FLORIDA



**Bonus
Breakouts**

Select only one from each session

Friday, March 18, 1:45 – 3:30 p.m.

	Location	1:45 – 2:30 p.m.	2:45 – 3:30 p.m.
1	Million Dollar Shoppportunity Todd Westerlund – Kukui	<input type="checkbox"/>	<input type="checkbox"/>
2	Wow, How and What to Do Now! Brian Warfield and Tim McDonnell – Mitchell1	<input type="checkbox"/>	<input type="checkbox"/>
3	CLICKS, CALLS AND CARS: Making Sure Your Shop's Web Presence Is Present in the Shop! Charles Taylor – CW Taylor Marketing	<input type="checkbox"/>	<input type="checkbox"/>
4	Transform Your Customer Retention Program With Intelligent Messaging – Groundbreaking Technology You Have to See to Believe Tim Ross – Mudlick Mail Company	<input type="checkbox"/>	<input type="checkbox"/>
5	Maximize Your Shop Management and Customer Retention Efforts With an Advanced Multi-point Inspection Strategy Frank Dragoni – Bolt On Technology	<input type="checkbox"/>	<input type="checkbox"/>
6	Join the Digital Shop Movement Uwe Kleinschmidt – AutoVitals	<input type="checkbox"/>	<input type="checkbox"/>
7	Do You Really Understand the Math in Credit Card Processing to Determine if You Are Getting the Best Deal? Joe Skutches – HotRod Processing	<input type="checkbox"/>	<input type="checkbox"/>
8	Building Customer Trust and Profits Using Digital Inspections Jamie Cuthbert – AutoServe1	<input type="checkbox"/>	<input type="checkbox"/>

1 Million Dollar Shoppportunity

Todd Westerlund – Kukui

Today's consumers are smarter, more empowered and better connected than ever before. With competitors only a few clicks away, few businesses are actually the “only game in town,” making it increasingly important — and challenging — for shops to attract and retain customers. To be competitive, shops must learn how to navigate local SEO changes and use available resources and technologies to attract old and new customers.

In this session, you'll discover how you can turn your shop today into a Million Dollar Shoppportunity.

2 Wow, How and What to Do Now!

Brian Warfield and Tim McDonnell – Mitchell1

Don't miss your opportunity to get WOWED by new marketing and shop management feature innovations from Mitchell1. Find out HOW you can grow your business using the latest features demonstrated by product experts Brian Warfield and Tim McDonnell. They will be showing what to do NOW to manage your business more efficiently and to turn your business into a word-of-mouth marketing machine.

3 CLICKS, CALLS AND CARS: Making Sure Your Shop's Web Presence Is Present in the Shop!

Charles Taylor – CW Taylor Marketing

In this talk, the team at CW Taylor Marketing will bring you up to speed on the best business practices online while taking you through the evolution of local search, changing keywords and ranking factors. It is important to think of your website and overall web presence as an actual web. Are you catching as many flies as possible? If not, are you taking steps to maintain your web, meaning repairing those holes where customers might be slipping through?

- Current Best Practices Online
- Evolution of Search
- Website: an extension of your brick and mortar shop
- Phone Calls
- Measuring Your ROI Through KPIs

4 Transform Your Customer Retention Program With Intelligent Messaging – Groundbreaking Technology You Have to See to Believe

Tim Ross – Mudlick Mail Company

1,852 postcards – 162 respondents – almost \$50,000 in three months. Learn how Intelligent Postcard and Email Messaging is creating “a new standard in customer retention.” Real Results – Real Shops – Real Difference.

How much money is your existing customer worth to you each month? How would you like to know exactly what offer you need to put in front of your customers to make them come in for service? This breakout will highlight a groundbreaking way to leverage national redemption trends, how to access your customers’ buying cycle and how to utilize intelligent postcard and email marketing to double or triple your existing customers’ sales each month.

5 Maximize Your Shop Management and Customer Retention Efforts With an Advanced Multi-point Inspection Strategy

Frank Dragoni – Bolt On Technology

Learn how to save time and generate more business by focusing specifically on shop productivity and selling more services. Gain 100 percent accuracy of all customer and vehicle records, schedule more appointments — faster than ever before, and increase ARO revenue and car count by improving customer trust.

6 Join the Digital Shop Movement

Uwe Kleinschmidt – AutoVitals

The digital age is here. So-called “shop management systems” aren’t cutting it anymore — you need something more. Motorists have embraced new technologies and a new way of life, and shops need a new way to engage them. AutoVitals has the answer. The Digital Shop has arrived and it is taking the industry by storm. Some of your peers have already seen the amazing results. ATI shops are embracing the digital shop and educating motorists, increasing job authorization and turning their problems into productivity. There is only one question, are you ready to go digital? Join AutoVitals founder and CEO Uwe Kleinschmidt and take a trip into the future to find out.

Get an exclusive inside look at how the most revolutionary digital shop solution on the market allows you to:

- Enable your service advisor to manage vehicle workflow, dispatch technicians and communicate with customers, all from a single screen
- Engage motorists with educational information using modern methods, increasing job approval rates and ARO significantly
- Gather and refine your shop with in-depth reports on technician and service advisor efficiency

7 Do You Really Understand the Math in Credit Card Processing to Determine if You Are Getting the Best Deal?

Joe Skutches – HotRod Processing

Ed and Joe will explain what the EMV-chipped credit cards are and what you need to know to find out whether your system is compatible or not. We will also give you a break out on the math to review your current credit card statements so you can see exactly what you're paying. Are you being charged for the use of the equipment? Do you receive personalized service if you ever have a question or concerns? See actual ATI shops with their before and after credit card processing savings after switching to HotRod Credit Card Processing!

8 Start Building Happier Customer Relationships Today With the Most User-Friendly Digital Inspection + Workflow System. AutoServe1's Integrated Solution Increases Your Shop's Revenue.

Jamie Cuthbert – AutoServe1

Come see how other ATI members are using the most user-friendly tablet inspections with photos and new video capture. Make it easier for your customers to see and approve more work every time they come in. Increased satisfaction with fleet clients, higher AROs and time-savings are why members are shifting off paper and over to new digital inspections. Customize your inspection process and create consistency and efficiency with various inspection options. AutoServe1 will also be unveiling a new WorkFlow1 addition which allows shops to track work from start to finish. This is beautiful to see in motion!

Customers can see what your technicians see using new two-way integrations with partners such as Protractor and Hunter Engineering. This allows inspection findings to flow between AutoServe1, shop management systems and equipment in seconds, saving time, and reducing data entry for estimates.

Shops using AutoServe1 see an increase in their average repair order of over 15 percent and have instant access to all history and declined work.