

SuperConference2016

AMELIA ISLAND, FLORIDA



Round Tables

Thursday, March 17, 1:15 – 4:45 p.m.
 Friday, March 18, 8:00 – 9:00 a.m.

Select only one from each session

	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
1	Somewhere Over the Language Rainbow Are Better Customers, Better Employees, and an Untapped Pot of Gold ATI Coaches Bobby Poist and Jose Cruz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Want More Customers? Well, Where Did Your Existing Ones Go? Brand New Cutting Edge Tools to Help You Find the Car Count You've Lost ATI Coaches Rick Johnson and Steve Privette	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	How to Successfully Run Your Business From the Ivory Tower ATI Coaches Rod Bowman and Kevin Green	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	How to Hire the Wrong Person. No, Really! ATI Coach Eric Twiggs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Seven Steps to Building a Positive, Empowered, High-Performing Team ATI Coaches Kevin Allen and Kevin Myers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Want to Know the Most Overlooked Secret in the Hiring Process? ATI Coaches Geoff Berman and John Leslie	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	How to Build the Shop You Want With the People You Don't Completely Understand: Millennials ATI Coaches Randy Somers and Kevin Chzaszcz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	What's New @ Google? YES, Online Search and SEO Has Changed AGAIN! What's New, What Do You Need to Know and How Can You Be the Best Choice in Your Market? ATI Coach Mike Bennett	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	A Brand New, Sure-Fire Twist on Presenting Maintenance ATI Coaches Brian Hunnicutt and Tom Ringle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Either You Run the Day, or the Day Runs You. Which Path Should You Be On? ATI Coaches Mike Warren and Don Walter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1 Somewhere Over the Language Rainbow Are Better Customers, Better Employees, and an Untapped Pot of Gold

ATI Coaches Bobby Poist and Jose Cruz

Need more customers? Having problems finding some additional staff? Hispanics make up 17 percent of U.S. population, just to name one group. What ethnic groups are in your area that you may be ignoring? Join us as we explore these challenges and help you tap into that new customer and employee base that you've been missing!

2 Want Brand New Customers? Well, Where Did Your Existing Ones Go? Brand New Cutting Edge Tools to Help You Find the Car Count You've Lost

ATI Coaches Rick Johnson and Steve Privette

We have access to a Brand New Frequency Report that is light-years ahead of the old one. Learn which of your customers are "cheating" on you. Who are your best customers and who are the worst? Find out your best zip codes! Why spend tons of \$\$\$ trying to get new customers when you already may have the customers you need in your database and you just couldn't find them — till now!

3 How to Successfully Run Your Business From the Ivory Tower

ATI Coaches Rod Bowman and Kevin Green

If you have been waiting for your coach to review your Portal, but you didn't review it before picking up the phone, you are not alone. Many people don't understand all that the Portal has to offer. However, understanding your Portal is essential to your shop's growth.

See a new look at how to understand your weekly KPIs to achieve maximum profit potential from your business. Learn to identify opportunities and easily see where changes can be made to reduce cost and increase your net operating profit quickly.

4 How to Hire the Wrong Person. No, Really!

ATI Coach Eric Twiggs

Have you ever wondered "Why do I keep hiring the wrong person?" Did your recent hiring efforts produce more pain than profit? By attending this session, you will learn the five reasons we hire the wrong person, along with specific strategies to find that "A" player you've been looking for. As an added bonus, you'll leave this Round Table with enhanced interview and reference check questions, so that your hiring success rate improves to 90 percent or better!

<p>5</p>	<p>Seven Steps to Building a Positive, Empowered and High Performing Team</p> <p>ATI Coaches Kevin Allen and Kevin Myers</p> <p>Have you lost your vision and excitement for your business? Does your team seem out of sync with one another? Then join Coaches Kevin Allen and Kevin Myers as they guide you through the steps that are sure to re-energize your business, team and of course yourself. Leave this Round Table with a plan to go back and really make a difference!</p>
<p>6</p>	<p>Want to Know the Most Overlooked Secret in the Hiring Process?</p> <p>ATI Coaches Geoff Berman and John Leslie</p> <p>Everyone wants the best crew possible but we keep hearing how hard it is to find the right people. Learn not to settle for OK or good enough. In this session we will show you how to take a proactive approach to building an award-winning team. We answer the questions that everyone is asking! Never again keep the wrong staff too long! It's not just hiring right but knowing how to assemble the right people, in the right places, to build the team you must have!</p>
<p>7</p>	<p>How to Build the Shop You Want With the People You Don't Completely Understand: Millennials</p> <p>ATI Coaches Randy Somers and Kevin Chzaszcz</p> <p>Millennials are here and they outnumber the baby boomers! They are your customers and your new staff. Do you even know what they want? How to motivate them? How to blend them into your current staff seamlessly? How to win them over as customers? Learn how to maximize this generation, because after all, you really don't have a choice. Do you?</p>
<p>8</p>	<p>What's New @ Google? Yes, Online Search and SEO Has Changed AGAIN! What's New, What Do You Need to Know and How Can You Be the Best Choice in Your Market?</p> <p>ATI Coach Mike Bennett</p> <p>Learn about the <i>EARTH-CHANGING</i> updates in Google and online search. What's new, what do you NEED to know and HOW can more customers find you? We will discuss the ever-changing landscape of Search Engine Optimization and what customers want to see when they find you. Don't be left behind! Find out what you need to know before your competition does! There are things you don't know and YES, it CAN hurt you!</p>

9	A Brand New, Sure-Fire Twist on Presenting Maintenance ATI Coaches Brian Hunnicutt and Tom Ringle Tired of chasing sales? Tired of wishing you could generate more sales per car? Learn a new twist on how to look at maintenance sales that will help you increase results without having to increase your car count. It might not be sexy but it's worth big bucks for you to attend!
10	Either You Run the Day, or the Day Runs You. Which Path Should You Be On? ATI Coaches Mike Warren and Don Walter Don't have enough time in the day to get everything done? Why not? Everyone says it and then just accepts it! Learn the tips to managing your time and increasing productivity for both you and your employees. Develop an action plan to maximize the hours in the day and learn to make a difference in your life. If you want to get more out of each day, this is a must-attend session.