



Select only one from each session

Friday, March 24, 2:15 – 4:00 p.m.		Location	2:15 – 3:00 p.m.	3:15 – 4:00 p.m.
1	Killer SEO Tactics – the Good, the Bad and the Effective Google Certified SEO Expert Charlie Needham – Autosshop Solutions	1	<input type="checkbox"/>	<input type="checkbox"/>
2	R.O. Writer SmartStatus: A Smarter Dashboard to Manage Your Shop Rick Stermole – R.O. Writer	2	<input type="checkbox"/>	<input type="checkbox"/>
3	Show, Don't Tell. Digital Inspections Sell Frank Dragoni – Bolt On	3	<input type="checkbox"/>	<input type="checkbox"/>
4	66% of All Technician Findings Are NOT Sold to the Motorist – The Digital Shop Changes This Number Significantly Uwe Kleinschmidt – AutoVitals	4	<input type="checkbox"/>	<input type="checkbox"/>
5	The Technician Shortage: How to Grow Your Own Chris Chesney – Advance Professional/CARQUEST Technical Institute	5	<input type="checkbox"/>	<input type="checkbox"/>
6	Not Your Grandfather's Shop. How an Evolving Industry Has Changed the Aftermarket Experience – And Your Customer's Expectations Jason Barden – NAPA AutoCare Program Manager	6	<input type="checkbox"/>	<input type="checkbox"/>
7	Inspiring Better Customer Relationships – Before, During, and After the Sale Brian Warfield – Mitchell1	7	<input type="checkbox"/>	<input type="checkbox"/>
8	Promote Your Shop, Track Your Efforts, Keep Your Customers! Charles Taylor – CW Taylor Marketing	8	<input type="checkbox"/>	<input type="checkbox"/>

1 Killer SEO Tactics – the Good, the Bad and the Effective

Google Certified SEO Expert Charlie Needham – Autoshop Solutions

Everybody wants their shop to rank on the first page of Google Search, but figuring out how to make that happen can be overwhelming. Don't miss this opportunity to learn from a Google Certified SEO expert as we debunk all the myths and share with you the real truth about SEO, the good, the bad and the effective. During this session, we will discuss real-deal SEO that works, highlight the things that don't, and give you the tools to get the most out of your in-house or third-party SEO programs.

2 R.O. Writer SmartStatus: A Smarter Dashboard to Manage Your Shop

Rick Stermole – R.O. Writer

Smart eCat, Smart Jobs, Smart Pricing, Smart Labor, Smart eOrder, Smart Applications. Now introducing the latest addition to R.O. Writer's Smart tools: SmartStatus. See what a Smarter workflow dashboard can do for you. Manage your repair orders with drag and drop; automatically send text messages to your customers; view, print or email electronic inspection forms, and much more. Plus, seamless integration with R.O. Writer and R.O. Touch Smart App. All the tools you need to manage your shop right at your fingertips.

3 Show, Don't Tell. Digital Inspections Sell

Frank Dragoni – Bolt On

The service advisor is key toward the success of the automotive service process. Using technology, you can enhance the customer experience, allowing the service advisor to focus more on advising, educating, and selling customers needed services. Digital inspections can make this happen. Combine the ease of entering prebuilt notes and recommendations with a tap on the tablet, along with digital pictures that are worth a thousand words, to create transparency, trust, and increased ROs. No more copying, translating, and explaining.

Technology eliminates the headache associated with the phone call and waiting for the customer to respond. A text message can save time and provide instant access to the digital inspection. Also, with "one click" of a button, you can set future appointments, recommendations, and automatic appointment reminders. Learn how to book the customer's appointment before they walk out of the door, and have appoints far into the future.

Shop automation will push you into the future.

Give us 45 minutes to show you, the ATI community, how we can save you time every day in the future, while increasing your sales and possibly reawakening your passion for the automotive field!

4 66% of All Technician Findings Are NOT Sold to the Motorist – The Digital Shop Changes This Number Significantly

Uwe Kleinschmidt – AutoVitals

Do you think 66% of missed sales is too high? Shop owners tell us that they think it might even be too low.

The Digital Shop® changes this substantially. Learn in this breakout how service advisors can focus on sales again when:

- Motorists pre-educate themselves in their own time through vehicle and inspection topic-specific videos
- Building an estimate is the biggest time killer for the service advisor; the AutoVitals Big Data approach eliminates 80% and more of this waste of time. No typo.
- Prospective customers search for solutions to their car problems; they find solutions in Google Search. Our data approach shows inspection results and recommendations of your existing customers for the benefit, and ease of mind, of your future customers.

5 The Technician Shortage: How to Grow Your Own

Chris Chesney – Advance Professional/CARQUEST Technical Institute

The hottest topic in the industry today is the challenge of finding qualified technicians. While there is a perceived shortage, this breakout session will focus on the steps you can implement tomorrow to create a pipeline of talent for your shop. There are programs already in place to help, and there are new ideas available to ensure you not only find new talent but that you keep that talent for many years.

6 Not Your Grandfather's Shop. How an Evolving Industry Has Changed the Aftermarket Experience – And Your Customer's Expectations

Jason Barden – NAPA AutoCare Program Manager

Everything has changed about the aftermarket industry, the technology, the cars, the customers – nothing is the same.

From the exterior of your building to the waiting room experience, customer education tools, digital inspection processes and custom apps – we will explore the best practices from the country's most successful automotive centers.

7 Inspiring Better Customer Relationships – Before, During, and After the Sale

Brian Warfield – Mitchell1

Growing your business relies on building better customer relationships. Find out how you can grow your business using the latest features demonstrated by product experts Brian Warfield and Marcus Mackell. They will be showing tools for easily creating better customer relationships and how to turn your business into a word-of-mouth marketing machine.

8 Promote Your Shop, Track Your Efforts, Keep Your Customers!

Charles Taylor – CW Taylor Marketing

CW Taylor Marketing has been an advocate for making your shop look like the best shop in town. We now offer a suite of tools that make it easier to promote your shop via online review profiles, track incoming leads and your conversion rate, then continuing to advertise to that customer to keep them coming back. Think of the Internet as a maze where your potential customers can get lost quite easily. We believe our suite of tools provides shortcuts for customers looking for auto repair to find your shop quickly and easily. We can help you discover where there are gaps in your Internet marketing strategy and provide solutions based on your unique needs!