



Select only one from each session

Thursday, March 22, 1:15 - 3:30 p.m. Friday, March 23, 8:00 - 10:15 a.m.		Location	1:15 – 2:15 p.m. Thursday	2:30 – 3:30 p.m. Thursday	8:00 – 9:00 a.m. Friday	9:15 – 10:15 a.m. Friday
1	Facebook – What You Wish You Knew! ATI Coach Nick Peyton	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	High Octane Next Steps to Make Your Google Local SEO Rock ATI Coaches Mike Bennett and Kim Hickey	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	How Good Are You at Finding and Keeping Great Staff? Really? ATI Coaches Geoff Berman and John Leslie	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Hot Off the Presses – Latest and Greatest Psychology of the Phone Shopper ATI Coaches Kevin Allen and Bobby Poist	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Your Verbal Business Card – How to Easily Attract New Business From Networking Groups ATI Coach Eric Twiggs	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Really Knowing <i>Your</i> Neighborhood Is the Difference Between Success and Failure ATI Coaches Don Walter and Mike Warren	6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	The THREE KPIs That You Need to Be Paying Attention to in Order to Get the Most Out of Your Life! ATI Coach Brian Hunnicutt	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Business Buyer Beware ATI Coach Kevin Chzaszcz	8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	Leaving a Personal Legacy ATI Coaches Kevin Myers and Colter Shaffer	9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	The Three Managers You Need to Be Successful! ATI Coach George Zeeks	10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1 Facebook – What You WISH You Knew!

ATI Coach Nick Peyton

Would you like to know how to get great customers and employees through Facebook? Are you starting to use Facebook and need some help getting started? Let Nick Peyton teach you the tricks to manage your account in just a little free time. If you think you are ready for the future of Facebook, guess again. Learn how to keep your customers more engaged and plugged into your business. Need technicians? Find out how Facebook can get you the staff you need. Also, better understand what posts work, and why. Come see where the future of Facebook is going. This is a must-see Round Table.

2 High Octane Next Steps to Make Your Google Local SEO Rock

ATI Coaches Mike Bennett and Kim Hickey

If you have been watching the webinars you should be familiar with the many changes in *Google My Business* over the summer. This Round Table will revisit some of the best new techniques and show you specifics on what works and what doesn't. What are the best ways to use the redirect links available in the *Google My Business* Posts? How does my Brand Account YouTube channel tie into all of this? How can I use posts to get more traffic to my website? Mike will answer all these questions and show you how shops sitting next to you have leaped to the top of the chart using these proven tools.

3 How Good Are You at Finding and Keeping Great Staff? Really?

ATI Coaches Geoff Berman and John Leslie

Ever wonder why you can't find the people you want and need? Is it the industry, the market, the people, or could it be something else? Why is it that some shops don't seem to have a problem finding and keeping great people? If you have ever felt this frustration, there may be a better way. The fact is, there are good people out there. Exactly what changes do you need to make to get your fair share? In this session you will discover the one thing you have control over and can change immediately that will turn this around for you and your business forever.

4 Hot Off the Presses – Latest and Greatest Psychology of the Phone Shopper

ATI Coaches Kevin Allen and Bobby Poist

Are you tired of people calling your shop for price and your staff not able to get the appointment? Ever wonder why people phone shop in the first place? Join Kevin Allen and Bobby Poist as they explore the updated psychology of the phone shopper. Discover the behind-the-scenes reality that will help you understand your potential customers and increase your capture rate. Learn how to get customers off your phone and in your door, which is the key to increasing your car count year after year!

5 Your Verbal Business Card – How to Easily Attract New Business From Networking Groups

ATI Coach Eric Twiggs

Are you tired of wasting money on marketing strategies that don't work? Is your AdWords campaign not adding up on the bottom line? Join Coach Eric Twiggs as he reveals five simple steps to effectively market your business to networking groups. Business referrals are an untapped resource to attract new customers. As an added bonus, you will leave Eric's Round Table with contact information for the three most common networking groups that the Top 12 ATI shop owners are using.

6 Really Knowing *Your* Neighborhood Is the Difference Between Success and Failure

ATI Coaches Don Walter and Mike Warren

Are you looking for cars and customers in all the wrong places? Do you know who your neighbors are? Would you recognize your neighbors in the bank line? Learn the secrets of grassroots marketing that most shop owners don't know. We will help you find those hidden customers that are literally right around the corner from you. If you need more cars and want to get them without spending a lot of money, you need to attend this Round Table.

7 The THREE KPIs That You Need to Be Paying Attention to in Order to Get the Most Out of Your Life!

ATI Coach Brian Hunnicutt

Trying to get to that promised land called real success? If so, what are the most effective steps you should take once you are on your way? They say that money doesn't buy happiness and if that's true, then what does? Your life story is playing out every day. If you don't like today's chapter, then rewrite it. Learn from Brian Hunnicutt how to craft your story and get the life you want and deserve. If you think what you just read is psycho-babble then you definitely should attend. Learn how to reprogram your mind to get the results that you are capable of. Rid yourself of the roadblocks that have been holding you back. There are easy steps to improve your life. You've just been too busy to see them!

8 Business Buyer Beware

ATI Coach Kevin Chzaszcz

With the exodus of the baby boomer generation from the workforce, automotive shops across America are coming up for sale. Some may seem like a steal, appearing to sell for under market value. Meanwhile, a retail apocalypse is dumping thousands of square feet of low cost vacant commercial property on the market. Should you buy or lease? How do you know if a property is a deal or a money pit? What steps do you need to take to protect yourself from a bad purchase? In the world of commercial real estate, buyers have very little legal protection. It is truly Buyer Beware! Come to this Round Table and get these answers and many more!

9 Leaving a Personal Legacy

ATI Coaches Kevin Myers and Colter Shaffer

Many shop owners start their business to provide a better life for themselves and their families. Once you get tired of working for someone else and feel you can do it better, you take the big step. In the beginning, the main goal is to be able to pay the bills and have some money left over for yourself. Then thoughts move to growing the business to the point and putting in place an effective staff so you don't have to be there all day, every day. Now that you can take vacations and begin to enjoy the fruits of your labor, the vision changes again.

As you build your business, the question becomes: is your foundation solid? Your legacy is being defined by the actions taken and by the mistakes overcome throughout the many phases of your journey.

Join Kevin and Colter's Round Table to learn: what are the key steps you should take to truly define your life? How can you pull this all off without killing yourself in the process? Learn the specific things you need to know to not only grow your shop, but your legacy as well.

10 The Three Managers You Need to Be Successful!

ATI Coach George Zeeks

Who can you trust to run your baby? You started this business and grew it all by yourself. Now you want to have time off for yourself and your family. It's an incredibly hard decision. The face of the business used to be you and now it needs to change. If you want to have a shop that runs without you being there every day, you need to make some changes. Stop being a manager and start being an owner! You need three different types of managers, all wrapped into one to give you the best results. Attend this session to learn: what three managers do I need? How do I find them, train them and hold them accountable? What do I do if I can't find this "perfect" manager?