



SUPERCONFERENCE 2019
SAN ANTONIO, TX BONUS BREAKOUTS

Select only one from each session

Friday, March 22, 2:30 - 4:15 p.m.		Location	2:30 – 3:15 p.m. Friday	3:30 – 4:15 p.m. Friday
1	Word of Mouth Strategy on Facebook -Your Website Company Doesn't Do This! Ben Moore and Jon Napoli, Optimize Social Media, Inc.	1	<input type="checkbox"/>	<input type="checkbox"/>
2	R.O. Writer: News You Can Use! Rick Stermole, R.O. Writer	2	<input type="checkbox"/>	<input type="checkbox"/>
3	The 12 Deadly Sins: 12 Mistakes Killing Profit and Lifelong Success for Shops Reed Melis and Hunt Demarest, Paar Melis & Associates	3	<input type="checkbox"/>	<input type="checkbox"/>
4	The Digital Oil Change Sticker Uwe Kleinschmidt, AutoVitals	4	<input type="checkbox"/>	<input type="checkbox"/>
5	Managing Customer Trust Through Better Communication Jimmy Lea, Kukui	5	<input type="checkbox"/>	<input type="checkbox"/>
6	The New NAPA AutoCare Gold Certified Shop Program & NAPA TRACS Enterprise Shop Management System... “This Changes Everything” Joelle Pollak, AutoCare and Jaron Kleber, TRACS	6	<input type="checkbox"/>	<input type="checkbox"/>
7	Automating the Automotive Aftermarket, Increasing Productivity and Efficiency Mike Risich, BOLT ON TECHNOLOGY	7	<input type="checkbox"/>	<input type="checkbox"/>
8	Guidelines for Texting Your Customers: Marketing Texts versus Informational Texts Brian Warfield and Marcus Mackell, Mitchell1	8	<input type="checkbox"/>	<input type="checkbox"/>
9	Creating an Effective and Meaningful Customer Experience [with Integrated Technology Solutions] Chris Chesney, Carquest Technical Institute	9	<input type="checkbox"/>	<input type="checkbox"/>
10	The DECEASE of Google plus is coming...It's time to reinforce the infrastructure of your Google My Business! Charles Taylor, CW Taylor Marketing	10	<input type="checkbox"/>	<input type="checkbox"/>

1 Word of Mouth Strategy on Facebook -Your Website Company Doesn't Do This!

Ben Moore and Jon Napoli, Optimize Social Media, Inc.

According to Nielson, your customers are 4 times more likely to buy a product when it's recommended by a friend. 1 out of every 5 minutes spent on a mobile device is on Facebook and 68% of US adults use it daily. Learn to drive word of mouth on a mass scale using advanced Facebook Tools and Strategies. Social Media is designed to introduce users to things their friends like, we kick this into overdrive!

- Let's talk about new features on Facebook and recommendations from our assigned Facebook Rep
- Build a huge audience fast using your CRM data then launch a targeting campaign leveraging their endorsement
- Learn how Facebook builds a profile for your typical customer then pro-actively finds more people like them to target with Ads
- Place effective ads on Facebook that are relevant to your customers interests, demographics, behaviors and even actions taken on your website
- Understanding Social Media ROI- Track your customer journey from awareness to action!

Topics: Facebook Pixel, Website Retargeting, Lookalike Audience, Targeted Ads, Social ROI

2 R.O. Writer: News You Can Use!

Rick Stermole, R.O. Writer

R.O. Writer keeps getting better and better. Join us to see how these new enhancements will help improve your business! Quickly connect to your customers by texting status updates, repair orders, pictures and Virtual Vehicle videos; improve your employee communication and workflow with push notifications to cell phones and tablets; find OE dealer parts faster than ever with RepairLink; order import vehicle parts from IMC; get the repair data you need with MotoLOGIC. Plus a new Central Service reporting portal and more!

3 The 12 Deadly Sins: 12 Mistakes Killing Profit and Lifelong Success for Shops

Reed Melis and Hunt Demarest, Paar Melis & Associates

We will cover the most common mistakes a shop owner makes that they could have avoided if they just took action. Some of these mistakes are affecting their profit today and also hindering their lifelong success of their shop. Others are tax savings that they are losing by not taking action and preparing correctly. We will go through these mistakes and what you can do today to fix them to ensure a brighter and less taxing future.

4 The Digital Oil Change Sticker

Uwe Kleinschmidt, AutoVitals

Everything is changing. Modern vehicles no longer display time and odometer based service intervals. They have indicator lights.

How can you give your customers guidance when their car is telling them something different than you?

"Replacing timing belt plus water pump runs approximately \$750." How can you educate your customer when Googling the meaning of a timing belt returns a rubber band for \$140.

Attend this breakout and get prepared for hard data about motorist decision making and shop results fellow ATI shops have achieved.

5 Managing Customer Trust Through Better Communication

Jimmy Lea, Kukui

In this session Jimmy Lea, the man with the plan, will discuss three key ways to better manage customer communication and improve trust. Jimmy will focus on leveraging 5-star reviews to boost online reputation, using text messages to stay in contact with customers, and digital inspections to keep motorists involved in the repair process. You will leave with actionable tasks you can make today to improve your Customer Communication, Digital Vehicle Inspections and Review Responses.

6 The New NAPA AutoCare Gold Certified Shop Program & NAPA TRACS Enterprise Shop Management System... “This Changes Everything”

Joelle Pollak, AutoCare and Jaron Kleber, TRACS

Come learn the NEW Industry Leading Features in the NAPA AutoCare Gold Certified Shop Program & the new NAPA TRACS Enterprise 2.0 Shop Management System. These programs will help your shop deliver the best in consumer experience while becoming a more profitable and productive repair facility. Your Customers and Your Business demands more... NAPA AutoCare Gold Shops & NAPA TRACS Enterprise Delivers!

7 Automating the Automotive Aftermarket, Increasing Productivity and Efficiency

Mike Risich, BOLT ON TECHNOLOGY

In today's world, vehicle owners know little more than where the key and gas go. Additionally, your team needs to be sensitive to the financial situations and concerns of the vehicle owners frequenting your locations. In this session, Mike will cover some practical approaches to offer a better vehicle owner experience at your shop. In addition, he will arm your team with the critical information needed to secure your future success with each vehicle owner, one transaction at a time.

BOLT ON TECHNOLOGY equips the automotive repair and maintenance aftermarket with award-winning technology tools to improve customer communication. The company's technology instantly transmits photos, videos and text messages to communicate automotive repair details, thereby increasing customer trust, boosting sales and empowering shops to build long-term customer relationships. Along with ongoing training and support, BOLT ON's mobile and digital tools also reduce problems inherent in the service process, while increasing shop productivity, revenue, and customer satisfaction.

8 Guidelines for Texting Your Customers: Marketing Texts versus Informational Texts

Brian Warfield and Marcus Mackell, Mitchell1

Given the exciting potential of texting your customers, it is easy to create a text message that steps over the line putting your business into legal jeopardy. Find out how to text your customers before, during, and after the sale while staying within the FCC Guidelines. Brian Warfield and Marcus Mackell will be demonstrating the latest Mitchell 1 SocialCRM marketing features, including texting. Find out how you can improve your online presence and grow your business using one of the most comprehensive marketing services in the industry.

9 Creating an Effective and Meaningful Customer Experience [with Integrated Technology Solutions]

Chris Chesney, Carquest Technical Institute

Imagine if all the technology and tools you use in your daily work were integrated into one solution centered around your Customer, and at the same time designed to drive your shop's revenue growth and professional development of your staff. These are the challenges we commonly hear from shops who are seeking ways to attract and retain talent, improve their workflow productivity, and better serve their customer. For the last five years, the family of brands and teams at Advance Professional has been focused on designing the integrated solution set to improve shop workflows from the time a motorist enters the shop to the diagnosis and repair, and ultimately to earning loyal Customers who become fans of your business and continue to come back to your shop every time they are in need of service. This session will focus on a new suite of tools launching in the market to deliver this experience. Join us to learn more about this customer centric solution based on feedback from shops around the country and see how your shop can leverage technology to deliver a more meaningful customer experience and effective workflow.

10 The DECEASE of Google plus is coming. It's time to reinforce the infrastructure of your Google My Business!

Charles Taylor, CW Taylor Marketing

Google has announced that Google Plus will be ending April 2019. "With every death comes new life!" So come and join us as we uncover all the new and fundamental steps you'll need to take in order to build and establish a reputable Google My Business! We'll guide you on various tactics such as, boosting your ratings & reviews or how to stay relevant by using your social media platforms and link that in with your Google my Business page.

