

# SuperConference2021

## BONUS BREAKOUTS



Select only one from each session

Friday, May 7, 2:35 - 4:20 p.m.		Location	2:35 – 3:20 p.m. Friday	3:35 – 4:20 p.m. Friday
<b>A</b>	<b>Your Customers WANT to Spend More! Just Sell "Peace of Mind"!</b> P.J. Leslie, Tekmetric	1	<input type="checkbox"/>	<input type="checkbox"/>
<b>B</b>	<b>Transparency is the New Currency of Trust</b> Uwe Kleinschmidt, AutoVitals	2	<input type="checkbox"/>	<input type="checkbox"/>
<b>C</b>	<b>Grow Your Own Technician with the NAPA AutoCare Apprentice Program and Maximize the Most Important Tool in Your Shop with NAPA TRACS</b> Joelle Pollak, NAPA AutoCare, and Jaron Kleber, NAPA TRACS	3	<input type="checkbox"/>	<input type="checkbox"/>
<b>D</b>	<b>Experience the CTI Virtual Classroom Difference Live!</b> Chris Chesney, Carquest Technical Institute	4	<input type="checkbox"/>	<input type="checkbox"/>
<b>E</b>	<b>Showcasing Your Shop's Technical Expertise</b> David Tulkin, Shop-Ware	5	<input type="checkbox"/>	<input type="checkbox"/>
<b>F</b>	<b>Making the Most of your Marketing Phone Calls</b> Jimmy Lea, KUKUI	6	<input type="checkbox"/>	<input type="checkbox"/>
<b>G</b>	<b>R.O. Writer's Suite of Smart Features will Revolutionize Your Business</b> Rick Stermole, R.O. Writer	7	<input type="checkbox"/>	<input type="checkbox"/>

## **A Your Customers WANT to Spend More! Just Sell "Peace of Mind"!**

P.J. Leslie, Tekmetric

- How to give customers the great news....their car needs repairs!
- Selling peace of mind increases ARO
- Creating convenience has a value...a BIG value
- Tech-forward selling is not for "millennial" car owners - everyone is digital now!

Join P.J. Leslie of Tekmetric as he discusses the tools he's learned in 20 years of sales experience, business ownership, and managing a shop. Higher ARO is within your reach!

## **B Transparency is the New Currency of Trust**

Uwe Kleinschmidt, AutoVitals

Digital Inspections have become a staple in every shop and can boost ARO between 15% and 300%. The biggest predictor of the results you get is the trust and transparency you build with motorists through the adoption of the digital shop approach across everything you do. In this breakout session you'll learn how embracing a shop culture of transparency grows both trust and weekly revenue by as much as 80%, despite a global pandemic, lower car counts, and motorists' accelerated digital decision making...all without adding staff.

## **C Grow Your Own Technician with the NAPA AutoCare Apprenticeship Program and Maximize the Most Important Tool in Your Shop with NAPA TRACS**

Joelle Pollak, NAPA AutoCare, and Jaron Kleber, NAPA TRACS

The two most important parts of your business are your employees and your shop management software. NAPA Auto Parts is committed to your success by offering you an industry-leading Shop Management software, NAPA TRACS, and now a brand new NAPA AutoCare Apprenticeship Program. Have you ever thought, "I can just build my own techs," only to find that life happens and you get so involved running your business, that creating the right process, with the defined outcome that you need, is more than you planned? The NAPA AutoCare Apprenticeship Program delivers a Department of Labor approved, nine stage, twenty-four-month program that provides the process, the curriculum and the tools you need to "grow your own techs." Learn how you can not only help yourself but help our industry with these two exciting programs.

## **D Experience the CTI Virtual Classroom Difference Live!**

Chris Chesney, Carquest Technical Institute

During the pandemic, Carquest Technical Institute deployed the Virtual Classroom; an integrated virtual learning platform that is unlike any other in the industry. During this session you will get to experience the technology live. The Virtual Classroom is not a slide presentation with a talking head emulating the traditional classroom experience. Experience what it really is by joining Chis Chesney as he guides a demonstration of how Virtual Classroom can significantly enhance your team's growth in a more effective and affordable way. Virtual Classroom brings the student the best seat in the house and makes them feel as if they are standing by the instructors, next to the car. Will we ever get back together face to face? Certainly, but with Virtual Classroom we can focus on spending our in-person events putting all that we learned and observed in the Virtual Classroom into action.

## **E Showcasing Your Shop's Technical Expertise**

David Tulkin, Shop-Ware

Today's vehicles are the most sophisticated devices your customers will encounter in their lifetime and they likely don't know it. This breakout will demonstrate collaborative methods you can use to showcase your technical competence and at the same time, educate your customers on how valuable your services are.

## **F Making the Most of your Marketing Phone Calls**

Jimmy Lea, KUKUI

Employees must be certified to operate the most powerful tool in the shop! How can I make sure my Service Advisor is up to the task of answering the phone? Without using a Secret Shopper, how can I discover what my shop sounds like on real phone calls? What software is available for me to improve my phone call conversion rate? Come learn what skills you need to be the best of the best, of the best!

Homework will be assigned!

Phone calls must be monitored!

Jimmy's presentation today are tips, tricks and skills you can implement within your shop tomorrow morning.

## **G R.O. Writer's Suite of Smart Features will Revolutionize Your Business**

Rick Stermole, R.O. Writer

Stop in and see what's new with R.O. Writer. We'll show you some great new features that make R.O. Writer even faster and easier to use: features such as Smart Oil, Smart Services, Smart Fluids, and Smart Scan plus enhancements to the R.O. Writer DVI Suite (our workflow management, texting and digital inspection app.) You won't want to miss this bonus breakout session!

