

AAPEX 2010

LEARNING FORUM



Turn your trip into a real learning experience.

AAPEX's education seminars cover a variety of topics for all audiences, including current aftermarket industry trends, regulatory issues, sales management/technical trends and best practices.



FULL PROGRAM

DATES

Tuesday, Nov. 2 - Thursday, Nov. 4, 2010

LOCATION

Venetian/Palazzo Congress Center Level 1
Marco Polo Rooms 701-706
The Venetian Hotel, Las Vegas, Nev.

REGISTRATION

Free and open to all AAPEX attendees, except for the Lunch & Learn sessions on Tuesday, Nov. 2, 11:45 a.m. to 1 p.m. and Wednesday, Nov. 3, 11:45 a.m. to 1 p.m., which require registration and pre-payment of \$15 per person. To register, visit www.aapexshow.com.

CONTINUING EDUCATION UNIT - CEU

All AAPEX Learning Forum education sessions are accredited for .1 CEUs by the University of the Aftermarket toward the AAP and MAAP professional designations.



FOR MORE INFORMATION

www.aapexshow.com



Tuesday - Thursday
Nov. 2 - Nov. 4, 2010
Sands Expo Center, Las Vegas, NV

FULL PROGRAM

Tuesday, November 2, 2010

SUGGESTED AUDIENCE

- All Audiences
- Parts Stores/Repair Shops
- Retailers
- Warehouse Distributors



7:30 a.m. - 8:30 a.m. Sessions

OEM Proprietary Lubricants: Implications for the Aftermarket

Speakers: Marcy Watson, Elpama Communications, Moderator; **Panelists:** Greg Julian, Advanced Lubrication Specialties (Independent Lubricant Manufacturers Association); R. Scotti Lee, Oil Change Express (Automotive Oil Change Association); Alan Thacker, O'Reilly Auto Parts; Eric Johnson, General Motors

In addition to the ILSAC GF-5 motor oils that will be rolled out for all gasoline and diesel engines this fall, General Motors (GM) will be introducing dexos™, a GM proprietary lubricant specifically engineered for its model-year 2011 engines. What does the use of a proprietary motor oil by a vehicle manufacturer mean to the aftermarket and its customers? How will retailers, distributors and quick lube adapt to this change? What will be the impact on car owner warranties and legacy vehicles? A panel of stakeholders will talk about their perspective on proprietary lubricants and their effect on the aftermarket.

Attendees will learn:

- What the introduction of a proprietary lubricant means for the aftermarket.
- Implications for different segments of the aftermarket industry.
- The impact on the aftermarket if other car companies introduce their own proprietary motor oils.

2011 Aftermarket Outlook

Speaker: David Portalatin, The NPD Group, Inc.

With consumers hopefully emerging from the most prolonged economic downturn in decades, aftermarket manufacturers, retailers and service providers eagerly anticipate better times ahead. But many significant questions remain. What will the post-recession consumer value? Will a new frugality emerge that outlasts the downturn? Will pent-up demand unleash a fury of discretionary spending? Have consumer attitudes toward their vehicle been fundamentally changed? Drawing from a wealth of economic trends, consumer research and product sales data, NPD industry analyst David Portalatin will share insights on today's – and tomorrow's – aftermarket consumer. In addition, this session will feature results from NPD's 2011 Aftermarket Consumer Outlook study, including attitudes and anticipated behavior for 2011. The 2011 Aftermarket Consumer Outlook study is an AAPEX exclusive with results publicly released for the first time at this highly-anticipated session.

Attendees will learn:

- What to expect in consumer automotive products and services spending for 2011.
- How changes in consumer vehicle attitudes are impacting the aftermarket.
- Which changing consumer attitudes may represent opportunities for growth.

Selling Parts for Imports: Did You Ever Consider Listening to Your Customer? The Installer's View (7:30 a.m. - 9 a.m.)

Speakers: Martin Gold, S-G Imported Auto Parts, Moderator; and **Panelists**

Presented by Auto International Association (AIA)

A diverse panel of shop owners, regional buyers and technicians, who deal daily with parts stores and counter people, will detail specifically what they want and need from their auto parts suppliers. In addition to hot topics such as, "How can your parts supplier help you to compete with expanding dealer service networks?" and "Is your road salesperson doing what shops need?" the session will cover, "How well can your parts store help you with new technologies, such as telematics?" In past years, this popular seminar has been driven by audience participation and it is encouraged throughout the session.

Attendees will learn:

- The key factors that influence vendor choice.
- Ingredients for a productive relationship.
- Experiences and viewpoints from a variety of aftermarket professionals.

9 a.m. - 10 a.m. Sessions

Government Affairs Update

Speaker: Aaron Lowe, Vice President, Government Affairs, AAIA

The government affairs update will focus on the critical issues being considered by Congress, federal agencies and states that will impact the economic future of the independent vehicle aftermarket and its customers.

Attendees will learn:

- The latest status and prospects for enactment of the Motor Vehicle Owners' Right to Repair Act.
- How changes to Congress due to the 2010 elections might affect the aftermarket and small business legislative agenda.
- The forecast for state legislation that could impact the vehicle repair aftermarket.

Relating, Not Translating: How to Market to Latinos

Speaker: Kelly McDonald, McDonald Marketing

The U.S. Census reveals that there are now more than 47 million Latinos residing in the U.S., and that Latinos are now the largest minority group in the country. By the year 2020, Latinos will account for one in five U.S. residents. Virtually every major brand, product and service is scrambling to learn how to tap into this large, lucrative and growing consumer base. Cultivating the Latino consumer will help you grow your business today, and in years to come. But it requires more than just translating a message into Spanish – you'll need to know who is the right Latino customer for your products and services and how to connect with this consumer emotionally, rationally and culturally. Attendees will leave with specific strategies and tactics for developing effective products and marketing messages targeted specifically to the Latino market.

Attendees will learn:

- The "size of the prize" – the scope of opportunity that the Latino market presents today and projections for the near future. Local and industry stats are covered in detail.
- The four Latino mindsets and how to identify which is the right target for your company's products/services. Best practices will be shared from other companies that are successfully marketing to Latinos.
- The six most common mistakes made in Latino marketing and how to avoid them. Do's and don'ts will be covered in detail.

11 a.m. - 12 p.m. Session

Advanced Pricing Strategies

Sponsored by Automotive Warehouse Distributors Association (AWDA)

Speaker: Dr. Al Bates, Profit Planning Group

For most firms, establishing appropriate pricing is the most challenging decision that must be made since prices are always under attack by your competition. Recent economic challenges have made pricing even more important – in some cases, firms have gone into "panic mode." To regenerate margin and profit performance, firms need to rethink their pricing from both a financial and psychological perspective to experience increased profit margins.

Attendees will learn:

- How to develop a company-wide pricing perspective.
- How to assist the sales person in the front-line battle.
- How to develop meaningful ways to base pricing decisions on the cost to serve different customers.

SUGGESTED AUDIENCE

- All Audiences
- Parts Stores/Repair Shops
- Retailers
- Warehouse Distributors

FULL PROGRAM

Tuesday, November 2, 2010, cont.



11:45 a.m. - 1 p.m. Session*

Social Media: What Is It and How Do You Know When It is Working? * LUNCH & LEARN SESSION – \$15 per person to attend (register at www.aapexshow.com)
Speakers: Mark Sprague, NGK Spark Plugs, Moderator; Panelists: Jeff Hilimire, Engauge Digital; Natasha Swanson, Monarch Products, Inc.

By now, you have heard of the significance of social media, and the risks your business might be taking by not participating. Social media has become a fundamental shift in the way your customers and everyone around you are communicating, so it is important that your company stays connected. What exactly are the benefits of social media and what should your company do to take advantage of it? What can it do for your marketing objectives and customer relationships? A panel of aftermarket experts with social media marketing experience will address what you need to get your company up to speed, including how to gauge your success in the social media world. Several examples will be included.

Attendees will learn:

- How to determine which social media channels will best fit your audience and objectives.
- How to put together a social media strategy and tactical plan to put social media to work immediately.
- What metrics are important and how to measure social media in your company.

2 p.m. - 3 p.m. Sessions

Profit is Everybody's Business



Sponsored by Automotive Warehouse Distributors Association (AWDA)

Speaker: Dr. Al Bates, Profit Planning Group

In many businesses, top management has a clear understanding of how to improve results. However, the further down in the organization, the less understanding there is. In order to get a total firm commitment to profit improvement, the essentials of profitability must be understood by all managers and by key operation employees. This session discusses how to translate financial planning into highly specific actions for individual employees.

Attendees will learn:

- What and how to communicate to managers about the essentials of profitability.
- How managers can communicate to key employees about their role in company profitability.
- How to evaluate changes and provide feedback to managers and key employees.

New Vehicle Technologies and Their Impact on the Aftermarket

Speaker: Ken Hamann, Link Engineering Company

New and emerging OEM vehicle technologies and government-imposed regulations are having, and will continue to have, an impact on the independent aftermarket. How the aftermarket industry and supply base strategically prepares to design, validate and supply components and subsystems for these new technologies, will determine the future success of each supplier to these challenges. This session features an in-depth look at the potential future of integrated controls; discusses how these potential developments will influence the aftermarket industry; and what and how they should consider delivering them to the marketplace.

Attendees will learn:

- Potential and growth of integrated control systems in the future.
- Complexity of integrated systems and how aftermarket components could alter their performance.
- How aftermarket suppliers and the aftermarket industry can position themselves to address the future of vehicle integration for marketing, competitiveness and documentation.

2 p.m. - 3 p.m. Sessions, cont.

Customer Service: How to Keep Customers Rushing Back for More

Speaker: Kelly McDonald, McDonald Marketing

We all know that customer is king. In our increasingly competitive business environment, it's more important than ever to cater to customers' needs, desires and provide customer service that goes way beyond politeness and courtesy. The best and smartest companies are finding that listening to what customers want and delivering on every promise, no matter how small, keeps customers happy and coming back for more. And terrific customer service doesn't have to break the bank – it's not about spending more to keep customers happy, it's about understanding the customer experience from a personal point of view.

Attendees will learn:

- The latest techniques that innovative companies are using to train their staff to deliver exceptional customer service.
- Learn how to listen for what a customer wants, not just what he/she may ask for.
- Specific strategies and tactics, as well as do's and don'ts.

3:30 p.m. - 4:30 p.m. Sessions

Ten Things Smart Executives Learn From Financial Downturns

Speaker: Gene Marks, Quicker! Better! Wiser!

For many years, smart business people have successfully navigated around political, economic and financial panics. This time around, like before, the best have kept their heads and prospered. Others have fallen by the wayside. The executives that exceeded understood that behind this last financial mess, things were happening that would set the stage for their successful future. In this session, you'll learn why the most recent financial mess was a good thing for many businesses and what smart executives and managers are doing right now to navigate their firms to more profits in 2011 and beyond.

Attendees will learn:

- Creative ways to keep employees happy while controlling costs.
- How to revisit banking and financial partners to increase credit lines.
- New tools to get the most for their marketing dollar.

They Want What? Meeting the Expectations of Service Shop Owners and Technicians

Speaker: Bill Haas, Automotive Service Association

There is more to a repair business than ordering parts to repair a problem diagnosed on a vehicle. They have wants and needs that can vary with each segment of the parts supply chain. Failure to understand what they expect when it comes to marketing support, technical specifications, product warranty and training, and you can lose a sale or even worse lose a customer. Manufacturers, distributors, jobbers and retailers share this responsibility, and this session will look at how and why.

Attendees will learn:

- The changing demands of today's repair shops.
- Which part of the supply chain should meet these needs.
- How to position themselves to better serve, support and supply tomorrow's successful repair shops.

FULL PROGRAM

Wednesday, November 3, 2010

SUGGESTED AUDIENCE

- All Audiences
- Parts Stores/Repair Shops
- Retailers
- Warehouse Distributors



7:30 a.m. - 8:30 a.m. Sessions

Gadgets, Gizmos, Geeks: 25 Tools, Technologies and Web-Based Services that Smart Businesses Are Using to Keep Their Customers Happy

Speaker: Gene Marks, Quicker! Better! Wiser!

Still working in the old world? Afraid of losing the competitive edge? New startups are appearing every day run by a generation of people that understand how to use these technologies to operate more efficiently and profitably. In this session, Marks discusses new tools and technologies that can be used to work quicker and better.

Attendees will learn:

- Technologies for keeping yourself and all of your employees productive when mobile.
- Online applications for project management, time and billing, job costing and collaboration.
- Business technologies that work... and don't work.

Effective Communication for Today's Workplace: Strategies for Success

Speaker: Lynnette Hahn, Dale Carnegie Training

Today's workplace is made up of employees from four generations. Each generation has their own expectations and preferences when it comes to their work environment. For many reasons including technology, modifications to organizational structures and working arrangements, communication at work has changed significantly. The days of using face-to-face communication as the primary mode of sharing information are long gone and various other forms have taken its place. The challenge is that not everyone wants to be communicated with and to in the same way. Therefore, it is critical to understand the communication preferences of each generation and take them into consideration when conducting business.

Attendees will learn:

- How to work with, and communicate more effectively with, diverse generations.
- How to keep team members informed by connecting and gaining buy-in different generations.
- How to provide sincere recognition and appreciation that motivates each generation.

9 a.m. - 10 a.m. Sessions

The New Health Care Law: What It Means for Your Business



Sponsored by Automotive Warehouse Distributors Association (AWDA)

Speaker: Seth T. Perretta, Davis-Harman LLP

Earlier this year, President Obama signed legislation that will significantly impact the nation's health care system, as well as aftermarket companies that offer health insurance benefits to their employees. Businesses will take on new responsibilities and could face financial penalties if they do not provide health care coverage for their employees, or provide coverage that fails to meet certain benefit and cost requirements. The law also includes a number of changes to the tax code that every business should know about. This session is an overview of the law and what you need to know right now to prepare.

Attendees will learn:

- Expanded reporting requirements for Form 1099 and W-2s.
- New group health plan mandates and insurance reforms.
- Penalties for certain employers that do not offer qualified health coverage.

9 a.m. - 10 a.m. Sessions, cont.

Bull's Eye Aftermarketing for Growth and Profits



Speakers: Dave Caracci, Adjunct Professor, Northwood University, Chairman, Global Automotive Aftermarket Symposium; and Car Care Professionals Network (CCPN) Panelists

Combining targeted marketing with improved repair shop operating models can increase sales and profits not only for automotive service providers but also parts wholesalers, distributors and manufacturers. In this session, Caracci explores how repair shop scheduling and operating models can negatively or positively affect the amount and quality of work done each day by the automotive service provider (ASP). Soliciting input from the Car Care Professionals Network (CCPN) members serving as panelists during this seminar, the program will discuss marketing and operational methods that ASP and distribution channel partners can employ to increase sales and profits per vehicle.

Attendees will learn:

- How shop scheduling can increase repair shop sales and profitability.
- Effective target marketing experiences from successful shop owners.
- How scheduling and partnering with aftermarket suppliers can affect sales through the supply channel.

Data Quality and the Impact on Your Web Site Search Engines

Speaker: Noel Pennington, Edgenet

In today's e-commerce driven retail environment, it is becoming increasingly important to provide and maintain quality data on retail Web sites. The largest search engines, including Google and Bing, are putting more and more emphasis on not only the quality of your data, but also the depth of the data you provide. The quantity and quality of your data is critical for comparison shopping and consumer influence. Retailers, suppliers and distributors need to be prepared to work together to maximize the benefits of great data.

Attendees will learn:

- Why good, quality data is important to search engines and to the overall e-commerce environment.
- Why it is important to have a breadth of data and images to maximize results for online searches and sales.
- How search engines currently obtain and use data to determine page and ranking in search results and how you can affect these results.

11 a.m. - 12 p.m. Session

Value-Based Selling: Breaking the Discounting Habit



Sponsored by Automotive Warehouse Distributors Association (AWDA)

Speaker: Robert Nadeau, Industrial Performance Group

Declining profit margins are a major concern for most businesses. Despite this concern, most sales managers truly believe their salespeople are selling value rather than price. The question at the front of everyone's mind is this: "If our salespeople are selling value, why do they need to offer discounts and extras to get sales?" To defend your prices, your salespeople must be able to show customers how your products and services are going to deliver measurable dollars-and-cents benefit. In other words, your salespeople must learn to speak the language of money. Value-based selling is a proven set of skills and methods for calculating and communicating the dollars-and-cents benefit you can deliver to your customers.

Attendees will learn:

- How to respond to customers demanding discounts.
- How to sell your value-added service.
- How to sell dollars-and-cents value to your customers.

FULL PROGRAM

Wednesday, November 3, 2010, cont.

SUGGESTED AUDIENCE

- All Audiences
- Parts Stores/Repair Shops
- Retailers
- Warehouse Distributors



11:45 a.m. - 1 p.m. Session*

All Things Automotive: Connecting with Gen Y *LUNCH & LEARN SESSION – \$15 per person to attend (register at www.aapexshow.com)

Speaker: Andrew Dinsdale, Deloitte Consulting

Popular notions suggest that younger consumers may not be as committed to all things automotive as previous generations. Since Generation Y and subsequent “generation” consumers will be the driving force for the auto industry, including the aftermarket, understanding their attitudes and behaviors toward driving and their vehicles is extremely important. This session includes the results of surveys of Generation Y about their attitude toward vehicle ownership, maintenance and preferences.

Attendees will learn:

- Attitudes of younger generations toward driving and vehicle ownership.
- The importance of environmental considerations.
- How young generation behaviors will impact the automotive industry.

2 p.m. - 3 p.m. Sessions, cont.

High-Performance Distribution Centers: The Five Essentials **Speaker: Dennis Hensen, The Siggins Company**

Why do some warehouses and distribution centers “work” better than others? What five design elements need to be in place for a high performance operation? If you are evaluating or updating your current facility, moving or building a new warehouse, this session will provide you with the specific principles, ideas and best practices that can be applied to help create a lean production environment for your distribution centers. This session will be led by an expert whose primary focus is the automotive aftermarket.

Attendees will learn:

- The top five design elements of a high performance warehouse.
- How to determine the amount of space needed for an efficient warehouse.
- Effective layout and flow-through patterns for ease of material handling.

2 p.m. - 3 p.m. Sessions

Cost-Effective Marketing Techniques for Distributors



Sponsored by Automotive Warehouse Distributors Association (AWDA)

Speaker: Tom Marx, The Marx Group

Distributors are always searching for low-cost, highly-efficient marketing programs that reach their core customers: parts stores, repair shops and repair technicians that can be launched and managed in-house. The session will first cover the importance of developing a marketing strategy and determining the Unique Selling Proposition for your business, then demonstrate cost-efficient marketing techniques distributors can employ to improve sales. All of these tactics will be shared, with the support of visual aids, to make the presentation interesting and clear on how the tactics can be used.

Attendees will learn:

- How to create an effective Web site, integrating social media.
- How to co-market programs with suppliers.
- How to build a presence with your customers and the community.

Making It Right vs. Getting It Right

Speaker: Robert Nadeau, Industrial Performance Group

Companies may concentrate on doing everything humanly possible to make things right for their customers, after a problem or mistake occurs. They tend to be so focused on making it right that they fail to realize they are dealing with the same problems and mistakes over and over. Some companies focus on doing everything they can to get it right for their customers – the first time. They work together to prevent these common problems and mistakes from occurring. Which philosophy is best?

Attendees will learn:

- How making it right impacts your balance sheet.
- Barriers to getting it right.
- What you need to do to get it right.

3:30 p.m. - 4:30 p.m. Sessions

Building Employee Engagement: Becoming An Employer of Choice

Speaker: Lynnette Hahn, Dale Carnegie Training

When employees join an organization, they’re usually enthusiastic, committed and ready to be advocates for their new employer. Simply put, they’re highly engaged. But often, that first year on the job is their best. Research reveals that the longer an employee stays with a company, the less engaged he or she becomes. And that drop costs businesses big in lost profit and sales, and in lower customer satisfaction. What can managers do to enhance employee engagement? What are the signs that employees are becoming disenchanted, and what can managers do to reverse the slide? This session will provide strategies and tactics to keep employees loyal and engaged.

Attendees will learn:

- About the changing workforce and why employees defect.
- How to be proactive in keeping employees.
- How to avoid mistakes that many companies make.

Drive the Business, Steer the Brand

Speaker: Phil Akin, Hellman, Inc.

Businesses today need to be savvy and aggressive in their pursuit of profitability, especially in a time of economic uncertainty. Companies with a well-designed marketing strategy and an understanding of proven methods to reach desired customers will certainly beat their competition. In this session, Akin, experienced in driving retail traffic, launching new products and developing new profit centers, will outline the steps needed to develop and implement marketing strategies that have a history of proven success.

Attendees will learn:

- The four steps necessary to develop a results-oriented automotive aftermarket marketing strategy.
- The four stages of customer acquisition needed to grow short- and long-term DIY and DIFM sales.
- The four specific media choices that work best for targeting the automotive aftermarket customer.

FULL PROGRAM

Thursday, November 4, 2010

SUGGESTED AUDIENCE

- All Audiences
- Parts Stores/Repair Shops
- Retailers
- Warehouse Distributors



7:30 a.m. - 8:30 a.m. Sessions

Industry Standards – A Look Inside the Shop of Tomorrow **Speakers: Scott Lockett, Vice President, Standards and Technology, AAIA; Ben Johnson, ALLDATA**

This discussion will focus on how industry standards, driven by AAIA and others, are enabling technology leaders to deliver solutions to the automotive aftermarket in ways that benefit the shop, parts suppliers, parts manufacturers and the consumer. You'll hear about the technology standards which make the connected shop, like the one demonstrated at the Shop of Tomorrow booth, possible. The presentation will also address how the aftermarket can create and deliver aftermarket telematics products and services to the vehicle fleet.

Attendees will learn:

- Applicable technology standards to connect shops.
- How a connected shop operates.
- The aftermarket's role in delivering telematics.

Hot International Markets: The Automotive Aftermarket in China, Brazil and Mexico (7:30 a.m. - 9 a.m.)

Speakers: Mike Hanley, Ernst & Young, Moderator; Joe DeSantino, JDS Worldwide; Ed Szubielski, Federal-Mogul; Dr. Timothy Weckesser, Sino-Consulting

Join a panel of international experts as they share strategic market intelligence and discuss the state of the automotive aftermarket in three hot international markets: China, Brazil and Mexico.

Attendees will learn:

- Market analysis and updates for the three countries.
- Forces affecting the aftermarket.
- What the future holds for the aftermarket.

Today's Escalating Import Car Parc: How To Capitalize on More Than Just the "Fast Movers" (7:30 a.m. - 9 a.m.)

Speakers: Jeff Anderson and Justin Cooper, Experian Automotive

Presented by Auto International Association (AIA)

The seismic shift in import vs. domestic nameplate market share – reaching 55.8 percent of 2009 new vehicle sales – took years to occur. But, the impacts are immediate for all aftermarket channel players serving the surging numbers of import nameplates now coming of prime aftermarket repair age. In this session, learn what manufacturers, distributors, retailers and installers must do to benefit and profit from this changing vehicle mix.

Attendees will learn:

- **Service Implications** — The opportunities offered to repair shops trained and equipped to meet the service needs of import vehicles with electronic content and alternative fuel technologies.
- **Parts Availability** — How "Captive" vehicle components, such as sensors, switches, modules and the like, need to become more readily available in the aftermarket with greater import application coverage.
- **Customer Relations** — Why shop owners and technicians need to educate their customers about their "computer on wheels" vehicle and their capabilities to service these vehicles.

9 a.m. - 10 a.m. Sessions

Communicating with Confidence: Service Consultants and Technicians Working Together for Vehicle Owners (And Increasing Profit for Repair Shops)

Speaker: Chris Chesney, CARQUEST Technical Institute

Perhaps the most common struggle faced by independent automotive service facilities, selling services effectively, is often overlooked by repair facility managers. Service consultants not familiar with symptoms for common vehicle problems find it difficult to communicate what work needs to be done to customers (i.e. "selling service"). However, armed with information on vehicle symptoms or knowledge on how to learn about vehicle symptoms, service consultants will no longer wonder why technicians are recommending a service based on inspection, or struggle with how to sell the service needed to the customer. Selling based on fact gives service consultants the power to effectively communicate vehicle service needs that customers will actually understand (and agree to).

Attendees will learn:

- How to discover facts surrounding common vehicle symptoms.
- How to "sell" service to vehicle owners with more confidence.
- The importance of effective communication with vehicle owners.

Adding Social Media to Your Marketing Toolbox

Speaker: Tyler Olson, SMCpros

Presented by the Alliance of Automotive Service Providers (AASP)

Facebook, LinkedIn, Twitter and social media. You've been reading about them. You've been hearing about them everywhere. Everyone seems to be trying them out. You may have even attended a seminar or workshop about the topic, but still have questions. You just want to figure out whether these services can help take your business to a new level. Stop trying to "figure it out" on your own. Attend this program to learn how to use these services to gain customers for your business.

Attendees will learn:

- How do social media tools work and how should I be using them?
- Which services will work best for my type of business?
- Are there specific strategies that work best for my industry?

Automotive Service Shops: Top Performer Benchmarks and How to Get There

Speaker: John Watt, Petro-Canada, Certigard

Presented by AIA Canada

Tired of just the theory of profitability? Attend this workshop and see actual numbers of how TOP shops perform in "average hours per repair order" and "average sales per technician" based on the results of a recent repair shop survey. Guidance on the staffing, it takes to achieve the results of a top shop will be presented as well as information on what "car count per technician," "techs to service advisor ratios" and "apprentice to tech ratios" can tell you.

Attendees will learn:

- When to add additional current bay staff – and what kind – licensed tech, apprentice or utility person.
- A sales "break even" formula that can be applied to offset any incremental cost.
- How to examine the "cost" of losing a tech before he is replaced.