

Superconference 2010

Bonus Breakout Sessions

Friday, March 19th 5:00 - 6:30 p.m.

- 1 Market Smarter - Never Harder**
NWZ WORX Multimedia - George Zebrekey; Rhonda Hiltbrand
- 2 How To Keep Your Shop Packed With Customers**
Moving Targets - Jay Siff
- 3 Mining The Gold In Your Auto Repair Shop Database**
Royalty Rewards - Rory Fatt
- 4 Data Driven Workflow Solutions**
Activant Solutions, Inc. - Tony Jackson and Phil Parker
- 5 R.O.Writer™ Shop Management Software**
R.O.Writer - Rick Stermole; Terry Hubbard
- 6 Learn How To Market With Data Not Assumptions**
CustomerLink - Joe Gibson
- 7 Steal These Response Boosting Ideas**
Persistent Marketing - Mike Capuzzi

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1 Market Smarter - Never Harder **NWZ WORX Multimedia - George Zebrekey; Rhonda Hiltbrand**

Automotive Service and Repair Shops spend a great deal of money on diagnostic scan tools for their customers' vehicles. What if you had a diagnostic scan tool for each customer? You would know how to market to each one based on the information you have scanned in. It would take the guess work out of marketing and save you time and money and guarantee your success! Sound too good to be true? Not anymore! Meet BART... your Best Automotive Retention Tool. BART is a service advisor and shop owner's dream come true. BART will be the best assistant you ever had! Don't delay...meet BART today. You'll be glad to know him!

2 How To Keep Your Shop Packed With Customers By Using The World's Easiest & Cheapest Neighborhood Promotional Services! **Moving Targets - Jay Siff**

Learn how to attract a flood of new customers for as little as \$97 a month using today's most popular neighborhood promotional services by Moving Targets®. Marketing expert Jay Siff teaches you how to tap the awesome power of targeted, measurable, direct-response advertising like a pro. You'll learn what works, what doesn't, and why. Need more customers, sales, and profits? Don't miss this!

3 Mining The Gold In Your Auto Repair Shop Database - Discover How Shop Owners Like You Are Tracking At Least \$35 to \$1 In Sales For Every Dollar They Invest In Marketing **Royalty Rewards - Rory Fatt**

Rory Fatt, one of North America's leading marketing experts, who has helped hundreds of repair shops across the country dramatically improve their sales and profits shares with you how you can do the same.

Special Note: Existing Royalty Rewards Loyalty Program users are urged to attend this session as Rory will also reveal the most up to date profit making enhancements to the program.

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4 Data Driven Workflow Solutions

Activant Solutions, Inc. - Tony Jackson; Phil Parker

Activant will use its recently released Integrated Service Estimator to demonstrate how modern shops are efficiently acquiring real time parts costs and availability along with other data to drive faster and more accurate estimates. Activant is the “under the hood” data and connectivity provider for most of the shop management systems in use by ATI customers.

5 R.O.Writer™ Shop Management Software

ROWriter - Rick Stermole; Terry Hubbard

Not using R.O.Writer? Stop by and see what you are missing: Smart eCat, Smart Pricing, Smart Jobs... proven tools that will increase sales, profits and efficiency. And for current R.O. Writer customers: join us to see what great new features are just around the corner (Wait till you see the new touch screen module. It's fast, easy to use and you'll wonder how you ever got along without it.) Got a question for us? We'll be glad to answer it.

6 Learn How To Market With Data Not Assumptions

CustomerLink - Joe Gibson

The essence of effective marketing is the data. You have to understand the consumers you sell to, and you have to know if what you are doing works. Understanding consumers means knowing who your customers are, determined by data not an educated guess. With the right data, you can learn how best to communicate with your current customers and how to locate and attract new customers with consumer traits that make them the “best” customers for your shop. Using modern demographic technologies, data base management techniques, geo mapping, and numerous others is the beginning of a modern and effective marketing program. To complete it, you need to be able to track your success. All the technology in the world is useless if you don't know where you were, where you are, and where you are going. This session will help you understand how CustomerLink can help you harness technology and your database, turning them into a powerful tool for marketing, customer retention and profitability.

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7 Steal These Response Boosting Ideas

Persistent Marketing - Mike Capuzzi

Direct response marketing expert, Mike Capuzzi will be cracking open his vault of proven and time-tested lead generation strategies that can literally transform your marketing efforts. These are proven ways you can:

Generate more leads

Make more sales

Stand out in a crowd of "plain vanilla" marketing

Mike will show you things you'll immediately be able to "steal" and use in your business! Mike will also be available to answer your marketing questions during this special session.