



# LEARNING FORUM

## AUDIENCE RECOMMENDATIONS:

- All Aftermarket Audiences
- Warehouse Distributors
- Manufacturers
- Retailers
- Repair Shops
- Parts Stores

The AAPEX Learning Forum sessions will be held at the Venetian Hotel, on the Venetian/Palazzo Congress Center Level 1, Marco Polo Rooms 701-706, in Las Vegas, Nev. The Learning Forum sessions are free-of-charge and open to everyone, except for the Lunch and Learn\* sessions scheduled for Tuesday, Nov. 1, 11:45a.m. - 1 p.m. and Wednesday, Nov. 2, 2011, 11:45a.m.-1 p.m., which requires registration and pre-payment of \$25 per person. The "who should attend" recommendations describe who might get the most benefit from a session. All AAPEX Learning Forum education sessions are accredited for .1 CEUs by the University of the Aftermarket towards the AAP and MAAP professional designations.

## 2011 FULL SCHEDULE

### TUESDAY, NOV. 1, 2011

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

#### 2012 Aftermarket Outlook ■

Speaker: David Portalatin, The NPD Group

Soaring gas prices and speed bumps on the road to economic recovery have many wondering where the aftermarket stands in 2011 and uncertain about the prospects for 2012. How have the key metrics that drive aftermarket sales performed over the past year and what trends can we expect to shape the future? Drawing from a wealth of economic trends, consumer research and product sales data, NPD Industry Analyst David Portalatin will share insight on today's – and tomorrow's – aftermarket consumer. In addition, this session will feature results from NPD's Aftermarket Consumer Outlook study including attitudes and anticipated behavior for 2012. The 2012 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 2012.
- How changes in consumer driving patterns and vehicle purchasing are impacting the aftermarket.
- Which changing consumer attitudes may represent opportunities for growth.

*This session is repeated Wednesday, November 2 from 2 p.m. – 3 p.m.*

#### Increasing Your Competitive Advantage by Communicating a Stronger Philosophy/Positioning Within Your Markets ■

Speaker: Jim Pancero, Jim Pancero, Inc.

Sponsored by Automotive Warehouse Distributors Association (AWDA)



Developed for owners, experienced aftermarket sales professionals, and the sales managers who lead them, this advanced sales program will offer ideas about how to better answer a customer or prospect asking you, "Why, based on all the competitive alternatives available to me, do I want to buy from you?" This one hour program will also discuss how you are not in a price-driven market as well as the five tests you can use to evaluate and improve your communication of your value and uniqueness.

Attendees will learn:

- How to prove to your sales team that you are not in a price-driven marketplace.
- The four core or fundamental reasons all buyers buy... and how to incorporate those reasons into your team's communications.
- How to help your sales team communicate a consistent and persuasive message of competitiveness, uniqueness and value in less than two minutes.

#### Import Parts Explosion: Are You Taking Your Share? ■

Speakers: Moderator: Marty Gold, S-G Imported Parts, Inc.; Panelists: Ken Carter, MAHLE Clevite Inc.; Tom Seboldt, O'Reilly Auto Parts; Dave Miller, Gates Corp.; Fred Myers, One Stop Under Car

Presented by Auto International Association (AIA)



Do you have what it takes to be a major player in the import parts arena? Are you in the game or just sitting on the sidelines? The number of prime aftermarket-age imports on the road grows each and every day, offering service and parts opportunities galore. So, if you're serious about making money in import parts, you need to get your head in the game now. This don't-miss seminar will give you several pointers on how you can boost your profitability when selling parts for imports.

Attendees will learn:

- How to focus on more than just the "fast moving" import part numbers and look at the "big picture" sales potential.
- How to better compete with the dealer network in terms of application coverage for vehicles in your market.
- How to better establish your store(s) as the "go-to" specialist for great coverage in import parts, and be the "first call" for more repair shop customers in your area.

9 a.m. – 10 a.m.

#### Market Intelligence: Don't Do Business Without It! ■

Speakers: Dr. Tim Nash, Northwood University and Ron Rossi, AAIA

Successful companies are continually seeking ways to improve their decision making process through the power of strategic market intelligence. In this session, Dr. Tim Nash will describe the macroeconomic issues that influence the aftermarket and Ron Rossi will outline aftermarket specific intelligence that companies can use to their advantage.

Attendees will learn:

- Key aftermarket indicators and their implications.
- Who should use market intelligence.
- What is available... the universe of data and where to find critical information.
- Why you should care... the ROI of market intelligence.

11 a.m. – 12 p.m.

#### The Four Critical Steps to Increasing Your Sales Management Leadership and Team's Selling Success ■

Speaker: Jim Pancero, Jim Pancero, Inc.

Sponsored by Automotive Warehouse Distributors Association (AWDA)



Specifically developed for owners, sales managers/leaders of aftermarket sales teams, this one hour information-intensive program will walk sales leaders through the four steps they can apply that can increase their experienced sales team's competitive advantage and selling success. These four steps will help you gain more proactive control, more effective selling direction and more consistent results within your sales team. Free online sales tools will be provided to all attendees to help them in their implementation of these ideas with their sales teams.

Attendees will learn:

- How to become a more proactive sales leader (vs. a more reactive sales manager).
- The four most critical sales performance skill areas and how to increase those skills within your sales team.
- How to set up your own (free) ongoing in-house sales training program for your experienced sales team.

11:45 a.m. – 1 p.m. \*LUNCH & LEARN SESSION - \* \$25 per person to attend

#### Not More Social Media! The Continuing Evolution of Social Media Integration Within Marketing Campaigns ■

Speaker: Tyler Olson, SMCpros

Over the past decade, interest in traditional marketing continues to plunge while digital media flourishes. Companies are incorporating social media into their marketing budgets at an accelerating rate. As the social media industry matures, marketing campaigns are frequently showing highest returns from social media. Because the returns are proving to be higher, companies are reallocating funds towards social media, integrating it deeper into their marketing campaigns. However, many are not seeing similar results. Find out why and learn from their mistakes to markedly distinguish your campaigns from others.

Attendees will learn:

- Why social media marketing is here to stay.
- Examples of successful social media campaigns.
- Social media approaches that bring the highest return.

To register for this session, visit [www.aapexshow.com](http://www.aapexshow.com).

### TUESDAY, NOV. 1, 2011, CONT.

2 p.m. – 3 p.m.

#### Building Successful Categories for Aftermarket Products ■■

Speakers: Mary-Beth Kellenberger and Stephen Spivey, Frost & Sullivan

This session presents an analysis of product, service and customer demand trends as they relate to building product categories at the manufacturing and distribution levels. It will address customer demand, customer demand by channel, trends in product mix, private labeling, branding, and pricing analysis. This presentation is targeted at manufacturer, distributor and OE aftermarket product category managers and merchandising teams.

Attendees will learn:

- How to utilize customer demand trends (consumer and installer) to keep product categories and application coverage current.
- About trends in private labeling, branding and product positioning and the challenges and opportunities they create for various market participants.
- How to exploit the inter-relationships between products.

#### Your Business and Your Market Share Are Being Affected by Your State Legislation ■

Speakers: Rodney Pierini, CAWA; Aaron Lowe, AAIA; Ann Wilson, MEMA; Jennifer Zins, Plotkin Zins

*Presented by Alliance of State Automotive Aftermarket Associations (ASAAA), Automotive Aftermarket Industry Association (AAIA), Motor and Equipment Manufacturers Association (MEMA)*

There may be gridlock in Washington, but states are quickly filling in the vacuum, undertaking a legislative and regulatory agenda that can quickly alter a company's or industry's market position in a myriad of ways – sometimes for the better, but often for the worse. In order to have an impact on these initiatives, the industry must engage in a strong and aggressive program to educate state legislators on the economic importance of the aftermarket. This session gives a perspective of the political landscape of states and the important role that those employed in the industry and the state aftermarket groups play in impacting a state's political agenda.

Attendees will learn:

- How, in the government affairs process, industry advocates are faced with educating legislative bodies regarding the value and importance that aftermarket replacement parts and services contribute to the economy and motoring public.
- How positive changes for the industry will best come from the education and communication with state legislative bodies.
- How you can promote and protect your company's interest in the state government affairs process.

3:30 p.m. – 4:30 p.m.

#### QR Codes 101: What Are They and How Can They Grow Your Business? ■

Speaker: Tyler Olson, SMCpros

You may have noticed black symbols showing up on billboards and other marketing materials in recent months. These 2-D barcodes are known as QR codes (Quick Response codes) and are gaining in popularity thanks to the recent explosion of smartphones among consumers. Many businesses are beginning to use QR codes to engage current and potential customers to provide information about the business itself, but more importantly product and service information. In this session, Olson outlines an explanation of the process, as well as specific ways your business can take advantage of this new marketing phenomenon.

Attendees will learn:

- How a QR code works.
- Why business owners are using QR codes.
- How to get the most out of using QR codes.

3:30 p.m. – 4:30 p.m., cont.

#### Advances in Aftermarket Data Standards ■■

Speakers: Scott Lockett, AAIA and Technology Standards Committee Representatives

This session will be an overview of major initiatives involving the industry standards for application catalogs (ACES) and product information (PIES). Representatives of the AAIA Technology Standards Committee, whose mission is to develop industry-specific standards and best practices for electronic commerce and data exchange, will describe the most significant advances in the industry data standards ACES and PIES, and how the advances will benefit suppliers and their distribution partners.

Attendees will learn:

- The goals and objectives of the project to define product-specific attributes.
- The current state of ACES adoption and the future plans to Sunset the Make/Model table.
- The details of how AAIA plans to publish new vehicle information months faster.

#### New Vehicle Technologies and Their Impact on the Future ■

Speaker: Phil Magney, IHS iSuppli Corporation

Plug-in hybrids, fully electric vehicles and other alternate fuels are merely one area where technology is changing the landscape of the automotive industry. The connected vehicle may change the way vehicles are diagnosed, scheduled for maintenance and repaired in the future. This seminar will delve into these and other technologies being introduced on today's new vehicles and more importantly the role they will play in shaping the automotive industry as we know it. An industry expert will lead this discussion on what to expect. This session will have an eye on the future and is intended for anyone wanting insights on how new technologies are driving our industry.

Attendees will learn:

- What new technologies are being introduced on new vehicles.
- How these technologies are changing consumer behavior.
- What long term impact technology introduced today will have on the future.

### WEDNESDAY, NOV. 2, 2011

7:30 a.m. – 8:30 a.m.

#### You'll Love Working Here! The Performance Power of Workplace Culture ■

Speaker: Jay Forte, Humanetrics LLC

Workplace culture is the summary of expectations and behaviors that define the organization's values, attitudes and daily processes. Great employees want to work for an organization whose workplace culture has a clear compelling vision and a plan to achieve it, hires fairly, engages and rewards employees, activates employee ownership, respects all people and expects greatness. When an organization provides this level of support and value, the best employees come, perform and stay. In the age of technology, word gets out quickly who is and who isn't the best place to work – that makes workplace culture as the tipping point of all performance. Average performers can improve in a great workplace culture. Exceptional performers shut down in a poor workplace culture. Culture starts it all, or ends it all.

Attendees will learn:

- How the changes in our economy have made workplace culture a component of attracting and retaining today's best talent.
- The 10 components of a powerful employee-focused workplace culture and current response to each.
- How to develop a plan to make meaningful changes to culture components that attract and retain A-level employees.

### WEDNESDAY, NOV. 2, 2011, CONT.

7:30 a.m. – 8:30 a.m., cont.

#### Packaging That Attracts Consumers: Winning Ideas to Generate Sales in the Automotive Aftermarket ■

Speaker: Jim George, Institute of Packaging Professionals (IOPP)



Presented by the Institute of Packaging Professionals

Packaging is the last three feet of an effective marketing program. A winning approach requires an understanding not only of trends that affect consumer spending, but also a working knowledge of how shoppers view the package on both a conscious and subconscious level in the store. George will relate how successful brands generate sales with package design that engages the target audience, with examples showing how successful ideas can be adapted from aisles elsewhere in the store.

Attendees will learn:

- What consumer cues do the leading brands respond to?
- How can brands engage consumers through package design to increase sales?
- How can auto aftermarket brands successfully adapt great package design ideas from other product categories?

9 a.m. – 10 a.m.

#### Salespeople Are From Venus: Installers Are From Mars ■■■

Speaker: Mac McGovern, KYB America LLC

Automotive technology improvements have reduced "repair" opportunities. Simply put; vehicles don't fail as much so the service provider has less to "fix." Capturing additional service opportunities (maintenance) opposed to repairs is unfortunately much more challenging for the service provider and requires additional skill sets. Maintenance is essentially selling the motorist parts, but before the part itself fails. Since the need, purpose and value of replacing these parts is usually invisible to the motorist, selling them becomes nearly impossible. Among the top reasons that independent service providers under-sell or are afraid to sell, is their inability to establish service goals and then communicate or illustrate the need, purpose and value of replacement parts to reach those goals. This session explores the growing need to address these problems and what aftermarket manufacturers, distributors and the service provider can do to solve them.

Attendees will learn:

- Why "belief in the sale" is critical and how to earn it.
- What service systems and procedures need to be improved.
- How to help the service professional become a salesperson.

#### Emerging Business Models: New Pathways to Growth and Profit ■

Speaker: Michael Marks, Indian River Consulting Group



Sponsored by Automotive Warehouse Distributors Association (AWDA)

As our industry comes back into the recovery phase of the cycle, many members are ready to invest for growth. It is beginning to appear that success in the new normal is about doing new things instead of the same things better. Marks is going to share the innovations and new best practices that have been used by the distributors who have broken out from the pack in other industries. This session will include a quick review on new research about growth pathways in wholesale distribution industries but it will mostly be a series of examples where a wholesaler-distributor led their peers in growth on the recovery side of the cycle. He will include a number of web links and next steps to support further research by participants.

Attendees will learn:

- Why most of the new growth profit will be in service for a fee, not gross margin.
- How the life value of customer metrics can help you make better investment decisions.
- How adopting strategic pricing practices can significantly increase margin.

11 a.m. – 12 p.m.

#### Selling Process Techniques: The New Age of Selling ■

Speaker: Michael Marks, Indian River Consulting Group



Sponsored by Automotive Warehouse Distributors Association (AWDA)

Our industry grew up on a foundation of self-directed and highly autonomous field sales representatives. While this built a strong foundation, the world and our market continue to evolve. For most warehouse distributors (WD), selling expenses represent over 25 percent of their gross margin dollars and all of them are also challenged with more pricing pressure and margin erosion. There are several new selling models that are getting wide spread traction in other wholesale-distribution channels that actually improve customer service and selling effectiveness while reducing cost at the same time. All of these models in one way or the other transition away from generalist self directed sales reps to account managers who handle many selling specialists. Marks will provide detailed examples on how these transitions are funded and how these specialists are compensated. Most WD executives, if starting with a blank piece of paper and designing a new selling organization, would not design what they actually have today. This session is about making the executive team aware of their design alternatives.

Attendees will learn:

- How salary plus bonus can work better than commissions for both the business and the reps.
- Some easy ways to trial proof of concept projects to test major innovation opportunities.
- The three major changes that technology has created in the traditional field sales role.

11:45 a.m. – 1 p.m. \*LUNCH & LEARN - \* \$25 per person to attend

#### New Fuel Technologies: Plug Into Profits with Electric and Hybrid Cars ■

Speakers: Moderator: Tony Molla, National Institute of Automotive Service Excellence (ASE); Panelists: Craig Van Batenburg, Automotive Career Development Center (ACDC), Dave Taylor, Taylor Automotive; Matt Overbeck, Overbeck Auto Services; Bryan Funke, Polk

The Chevy VOLT is a game changer. Hybrids are selling at record rates. The Nissan LEAF is sold out. Do you know enough about these cars to make intelligent, informed business decisions? If you are like most people, the answer is maybe not. Take one hour out of your busy day to ask questions to industry leaders about how these cars are changing the game. When do I install a level two charging station and what does it cost? Where does the aftermarket fit into this? What will fleets need soon to comply with Federal regulations? What is the story with rare earth metals and building more high voltage motors?

Attendees will learn:

- How to be prepared for electric cars (not hide from them!).
- Will a public charging station help promote my business?
- How will the aftermarket fit and when should I get involved?

To register for this session, visit [www.aapexshow.com](http://www.aapexshow.com).

2 p.m. – 3 p.m.

#### 2012 Aftermarket Outlook ■

Speaker: David Portalatin, The NPD Group

Soaring gas prices and speed bumps on the road to economic recovery have many wondering where the aftermarket stands in 2011 and uncertain about the prospects for 2012. How have the key metrics that drive aftermarket sales performed over the past year and what trends can we expect to shape the future? Drawing from a wealth of economic trends, consumer research and product sales data, NPD Industry Analyst David Portalatin will share insight on today's – and tomorrow's – aftermarket consumer. In addition, this session will feature results from NPD's Aftermarket Consumer Outlook study including attitudes and anticipated behavior for 2012. The 2012 Aftermarket Consumer Outlook study is an AAPEX exclusive with results publicly released for the first time at this highly anticipate session.

Attendees will learn:

- What to expect in consumer automotive products and services spending for 2012.
- How changes in consumer driving patterns and vehicle purchasing are impacting the aftermarket.
- Which changing consumer attitudes may represent opportunities for growth.

This session is also scheduled for Tuesday, Nov.1 from 7:30 a.m. - 8:30 a.m.

### WEDNESDAY, NOV. 2, 2011, CONT.

2 p.m. – 3 p.m.

#### 5 Trends in 5 Minutes: Trends Affecting the Aftermarket Environment ■

Speaker: Mark Seng, Polk

Hear about the hottest trends shaping the automotive aftermarket for years to come. Continuing from the "Five Trends in Five Minutes" presentation at the AAIA Town Hall, Polk will dive into the details of the major trends affecting the automotive industry. This session is designed to highlight major trends in the vehicle market that are affecting the automotive aftermarket. From hybrid proliferation to the ever changing new vehicle market, there is never a dull moment in the automotive aftermarket. These new vehicle trends are affecting the aftermarket "sweet-spot" of vehicles more rapidly than ever before. Do you have the information to help you be prepared for the short and long term?

Attendees will learn:

- How new vehicle trends in engine management are affecting the aftermarket industry in North America.
- Understand how the vehicle population is changing in North America.
- What demographic influences are shaping the automotive aftermarket.

#### Your People Are Your Profits – How to Guide Your Employees to be Efficient, Effective and Extraordinary ■

Speaker: Jay Forte, Humanetrics LLC

Your people create the customer experience, manage your inventory and invent new opportunities – in short, they drive your results. So not only must you attract and hire the right people, but once they are on your team, you must show them how to drive the bottom line while inspiring customer loyalty – this is what it takes to be great in today's service economy. In this program, Forte introduces how to get your employees focused on making wise daily decisions that not only inspire customer loyalty, but improve the results. No longer can employees just show up to work – they must now be accountable for connecting with customers and generating a strong return.

Attendees will learn:

- The power employees have to create (or destroy) your service brand.
- The "Loyalty Formula" and how every employee can influence customer loyalty.
- How to hold employees accountable for service and profitability results.

3:30 p.m. – 4:30 p.m.

#### How a Revived Auto Industry and Continued Emergence of Import Nameplates Will Shape Aftermarket Decision Making ■

Speakers: Justin Cooper and Jeffrey Anderson, Experian

Presented by Auto International Association (AIA)



Established leaders in the U. S. automotive aftermarket have been facing new challenges in terms of sales, market share and loyalty. The increased strength of the domestic auto industry and the rise of emerging import brands could alter the business plans of automotive aftermarket and vehicle service organizations. In this session, attendees will learn key market trends, variations across import vehicle owners, and discover what manufacturers, distributors, retailers and installers must do to succeed in the current aftermarket environment.

Attendees will learn:

- How changes in OEM vehicle specifications are impacting aftermarket parts and service needs and how import brands are further differentiating themselves.
- How orphaned brands and models can create opportunities for companies outside of the traditional OEM retail/service network.
- Regional differences for import and domestic vehicles and how this will impact the aftermarket.
- Consumer reaction to spikes in fuel prices and the implications for aftermarket and service companies.

3:30 p.m. – 4:30 p.m.

#### Accessing Repair Information on Today's Vehicles and the Role of NASTF ■■

Moderator: Ron Pyle, Automotive Service Association; Panelists: Bob Stewart, General Motors; Mark Saxonberg, Toyota; Jeff Sweet, Identifix; Donny Seyfer, Seyfer Automotive

The National Automotive Service Task Force is a not-for-profit, no-dues task force established to facilitate the identification and correction of gaps in the availability and accessibility of automotive service information, service training, diagnostic tools and equipment, and communications for the benefit of automotive service professionals. NASTF is a voluntary, cooperative effort among the automotive service industry, the equipment and tool industry, and automotive manufacturers. This session will be a panel discussion of repair information providers as well as a representative from NASTF on accessing repair information on today's vehicles. It will also include steps that can be taken today to resolve problems in obtaining current and accurate repair data. Repair professionals and everyone who makes a living in the automotive aftermarket will receive valuable insights to repair information.

Attendees will learn:

- How and where to obtain current and accurate repair information.
- What is NASTF and what role do they play.
- How to obtain claims resolution.

#### Making Packaging a Team Player in Brand Protection ■■

Speakers: Patrick Arnold, McAndrews, Held & Malloy;

Keith Cutri, Eastern Kodak Company



Sponsored by the Institute for Packaging Professionals

Counterfeiting and trademark infringement are significant challenges for the automotive aftermarket industry. This session will give industry professionals some tools to fight back with as they seek more effective ways to protect and grow their brand.

Attendees will learn:

- Where and how packaging can better leveraged to deter counterfeiting.
- The latest authentication technologies, and how they work on packaging
- How to protect packaging trademarks as a competitive advantage.

### THURSDAY, NOV. 3, 2011

7:30 a.m. – 8:30 a.m.

#### Advantages of Internet Access in Repair Shops to Increase Productivity ■

Speaker: Dave Costatino, Mitchell 1

Computers and the Internet are now commonplace in most businesses and they can be a powerful tool for repair shops to increase productivity and profitability. Having access to the Internet can help shop owners, managers and service technicians adapt to changing vehicle technology, keep up with common problems, learn new repair procedures and research current industry and business management issues. This session will discuss how to use the Internet as a training and communication resource, such as finding training videos on YouTube, using manufacturer websites and joining webinars, just to name a few.

Attendees will learn:

- Examples of how shops have found success with the Internet.
- How access to repair forums and discussion boards allow technicians to share real world information, benefit from collective experience by learning how to avoid costly mistakes, and save time with procedure shortcuts provided by other technicians.
- Points to consider when developing a shop Internet policy.

### THURSDAY, NOV. 3, 2011, CONT.

7:30 a.m. – 8:30 a.m., cont.

#### Inside the Shop of Tomorrow and Aftermarket Telematics ■

Speaker: Scott Luckett, AAIA

Representatives from shop software, equipment and service information providers will describe how their products work together to revolutionize the vehicle service environment by providing paperless workflow and wireless, remote vehicle diagnostics.

Attendees will learn:

- How connected shop equipment and systems improve efficiency and profitability.
- How aftermarket service providers can deliver telematics connectivity for their customers.
- How standards-based service products can be used to offer On-Star-like services that compete with OEM offerings.

#### Collaboration: Building Stronger Buyer/Supplier Relations ■■

Speakers: Keith Wilson, Wix Filtration; Todd Hack, Gates Corporation; Mike Peace, The Timken Company; Brian Dean, Parts Warehouse; Mike Mohler, National Pronto Association

Loyalty, trust and reliability are just a few of the building blocks of strong buyer and supplier relations. This session will provide insights from both the buyer and supplier viewpoints on what it takes to build a strong relationship. Both will share their thoughts on what it takes, examples of and ways to go about building relationships that last. Additionally, they will share examples of collaboration to win in an ever changing market. This session is for anyone who wants to learn what it takes to develop winning relationships.

Attendees will learn:

- Views from a leading supplier on what it takes to build lasting customer relationships.
- Views from a leading distributor on what it takes to build lasting supplier relationships.
- How a leading distributor and supplier collaborate to mutually grow their business.

9 a.m. – 10 a.m.

A Service Professionals @ AAPEX Session

#### Mode \$06 Data and Drive Cycle Diagnostics ■

Speaker: David Hobbs, Delphi Corp.

Sponsored by the Car Care Professionals Network (CCPN) and the AWDA Manufacturers Advisory Council (MAC)



Mode \$06 data is some of the most misunderstood and underused scan tool data available on today's vehicles. This session will help you understand and interpret Mode \$06 data in order to use it to its full advantage. Mode \$06 diagnostic skills will also give the technician the opportunity to identify marginally performing components and advise the vehicle owner of future potential problems. Combined with drive cycle diagnostics, Mode \$06 diagnostic skills can be looked at as a kind of "insurance policy" against unnecessary comebacks.

Attendees will learn:

- Decoding Mode \$06 for non-continuous monitor raw data and test results.
- Mode \$06 test values, results, test limits and values, Monitor IDs (MID), Test IDs (TID) and component IDs (CID).
- The criteria used to set codes and illuminate the MIL lamp, OBD-II trips and drive cycles.

9 a.m. – 10 a.m., cont.

#### Customer Relationship Management for Repair Shops: The Myths and Facts ■■

Speaker: Fay Khazai, Tech Gemini, Inc.

Customer Relationship Management (CRM) is a competitive weapon for increasing your market share and sustainability of your business. A well thought CRM program can bring your customers back at least one more time in a year. This is an average of \$150,000 to \$450,000 in incremental revenue per year! The question is in this challenging economy, complex technologies and today's web centric consumer, what strategy, building blocks, expertise and resources do you need to bring your customers back, build customer loyalty, increase customer spending and your repeat business?

Attendees will learn:

- Where to focus your energies in transforming your organization into a retention-centric operator and how to develop a roadmap for your customer management solution.
- What should you expect from a well executed CRM plan for your shop?
- What kind of investment should you be seeking in a well-designed CRM initiative?

#### Share the Knowledge – Gain the Profits ■■

Speaker: Danny Sanchez, Autoshop Solutions Inc

Presented by Alliance of Automotive Service Providers (AASP)



Educating your client base has never been easier. Your customer service team has the ability to share your shop's experience, automotive know-how and repair details with simple tools that take little time, but can make big profits. Learn how today's progressive shops are using communication technology, including websites, car care videos and lobby television programs, to help their customers better understand car repair and maintenance procedures – whether they are present in the shop or miles away.

Attendees will learn:

- The communication and electronic technology tools available to shops.
- What it takes to maintain these tools.
- How educating customers means dollars to your bottom line.

11 a.m. – 12 p.m.

A Service Professionals @ AAPEX Session

#### Catalytic Converter OBD II Diagnosis ■

Speaker: Gary Stamberger, Magnaflow Exhaust Products

Sponsored by the Car Care Professionals Network (CCPN) and the AWDA Manufacturers Advisory Council (MAC)



For the first 20 years of its existence, the catalytic converter was treated as nothing more than a restriction in the exhaust. For shops located in states with an emission testing program, it generated income with little or no downside. Then came OBD II and the game changed. It has changed yet again with the advent of advances in technology and tighter emission regulation. This session will discuss today's issues and concerns as well as how new technologies in fuel delivery will impact catalytic converters.

Attendees will learn:

- Changes in converter technology, design and function.
- Fuel trim and the components that dictate air fuel ratio.
- What repair shops need to know to properly diagnose and maintain catalytic converters.