



For Immediate Release

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Seats Filling Fast for the Mitchell 1 Shop Management Workshop

Register Now to Guarantee Your Spot in Scottsdale, Arizona

POWAY, Calif. – July 31, 2019 – Seats are filling fast, but there is still time to register for Mitchell 1's [Shop Management Workshop](#), taking place Sept. 19-21 at the Scottsdale Plaza Resort in Scottsdale, Arizona.

The two-day training session will focus on best practices and guide users through all levels of functionality of Mitchell 1 [Manager™ SE](#) and ShopKey Shop Management SE. Topics include optimal settings, workflow options, customization, reporting, scheduling, program security, inventory, purchase orders and aftermarket catalogs. Instructors will also guide attendees through the newest program features.

In addition, the latest optional modules that expand Manager SE capabilities are also covered: the new ProSpect digital vehicle check-in/inspection app for mobile devices and MessageCenter for text messaging directly from the system. Attendees will also learn about the integrated Mitchell 1 SocialCRM [auto shop marketing](#) service.

Attendees will be welcomed with a cocktail reception on Thursday evening, Sept. 19. Workshop sessions run from 8 a.m. to 5 p.m. on Friday, Sept. 20 and Saturday, Sept. 21. The registration fee is \$250 per attendee, plus applicable tax, and covers seminars, breakfast, lunch and refreshments each day.

Participants are responsible for transportation to Scottsdale and hotel accommodations, and may reserve a room in the discounted Mitchell 1 hotel block at the Scottsdale Plaza Resort through Aug. 30. For more information about the workshop or to register, visit the shop management workshop [registration website](#).

For more information about Mitchell 1, visit mitchell1.com, call (888) 724-6742, or locate an independent sales consultant at mitchellrep.com.

About Mitchell 1:

Headquartered in Poway, California, Mitchell 1 has been a leading provider of repair information solutions to the motor vehicle industry for more than 100 years. Mitchell 1 offers a complete line of integrated repair shop software and services to help automotive and commercial truck professionals improve productivity and profitability. ProDemand® optimized with SureTrack® is the most complete solution for OEM and real-world repair information and diagnostics. Manager™ SE is the industry standard for mechanical estimating and shop management information. The SocialCRM shop marketing service delivers automated marketing and

customer engagement tools to help shop owners improve their bottom line profits. For the commercial trucking segment, TruckSeries provides information required to estimate labor times, diagnose and repair all makes of Class 4-8 trucks. Mitchell 1 is a recipient of the ASE Blue Seal of Excellence award and was recognized by Frost & Sullivan in 2018 with the North American Customer Value Leadership Award. For more information about Mitchell 1 products and services, visit the company's website at mitchell1.com. Follow Mitchell 1 on social media at www.facebook.com/Mitchell1ShopSolutions and www.twitter.com/Mitchell1.

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