



For Immediate Release

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Mitchell 1 Facebook Sweepstakes Offers Trip to Shop Management Workshop in Orlando

SAN DIEGO, Calif., Feb. 17, 2020 – The Mitchell 1 “Shift Into High Gear” sweepstakes, running now through March 13, 2020 on Facebook, will award one winner an all-expense paid trip for two people to attend the Mitchell 1 shop management training workshop in Orlando, Florida, April 30 - May 2, 2020. To enter, visit the Mitchell 1 Facebook page at www.facebook.com/Mitchell1ShopSolutions/, click on the sweepstakes tab and complete the entry form.

“The ‘Shift Into High Gear’ sweepstakes continues to be a great way for us to say ‘thank you’ to our Facebook fans,” said Nick DiVerde, senior marketing director for Mitchell 1. “One lucky winner will get an all-expense-paid trip to attend our shop management training workshop in Orlando. Attendees will learn how to get the most out of their shop management system, and also have an opportunity to network and share ideas with one another on how to use the software to energize their business, increase profits and boost productivity.”

The sweepstakes winner will receive round-trip airfare for two people to Orlando and three nights in a double occupancy room at the Rosen Centre Hotel, workshop tuition for two people, plus breakfast, lunch and refreshments each day. Workshop attendees will be welcomed at an evening cocktail reception on Thursday, April 30 and training will run all day on Friday, May 1 and Saturday, May 2.

The training sessions will focus on best practices and guide users through all levels of functionality of Mitchell 1’s Manager™ SE and ShopKey Shop Management SE [shop management system](#). Topics will 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 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 during a casual evening reception.

A practice lab equipped with computers and staffed by product specialists will be available throughout the event so attendees can practice and apply the skills they are learning in the training sessions.

For more information or to register for Mitchell 1’s shop management training workshop, visit www.buymitchell1.net/form/m1users.htm.

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 San Diego, 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. For more information about Mitchell 1 products and services, visit the company's website at mitchell1.com. Follow Mitchell 1 on social media at <https://www.facebook.com/Mitchell1ShopSolutions>, <https://www.instagram.com/mitchell1shopsolutions> and <https://twitter.com/Mitchell1>.

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