



For Immediate Release

Contact:

Jill Schafer
Mitchell 1
858-391-5000, x6207
Jill.Schafer@mitchell1.com

Lynn Konsbruck
Maximum Marketing Services
312-768-7362
lkonsbruck@maxmarketing.com

Mitchell 1 Offers ProDemand Video-Based Certificate Program

SAN DIEGO, Calif. – April 13, 2020 – For service technicians that want to take their knowledge of [ProDemand®](#) to the next level, Mitchell 1 offers a [video-based certificate program](#) that covers key features to help them become more proficient with the repair information software.

“As with any software, taking the time to go through the instructions can really pay off for technicians by saving time as they learn to use the information system more efficiently,” said Nick DiVerde, senior marketing director, Mitchell 1. “The ProDemand video certificate program is set up to be simple and easy-to-navigate so users can discover a new level of proficiency that will help them find what they need and quickly get back under the hood to complete the repair.”

The training is presented in a series of simple, easy-to-understand videos that are each under four minutes in duration and cover all of the features of the ProDemand [auto repair information software](#). After watching the videos, users can take a short quiz to validate their understanding of the content and test their proficiency. Many of the questions on the quiz allow them to navigate to the information using ProDemand, so the exercise is more about doing rather than memorizing.

Available at <https://mitchell1.com/support/playlist/>, the certificate program is part of the ProDemand Get2Know online training and support center. The site also offers resources to help auto repair technicians learn ProDemand, including a getting started guide, online training videos and links to live one-on-one training.

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>.

###