



For Immediate Release

Contact:

Jill Schafer
Mitchell 1
858-391-5251

Jill.Schafer@mitchell1.com

Lynn Konsbruck
Maximum Marketing Services
312-768-7362

lkonsbruck@maxmarketing.com

Mitchell 1 and Elite Host Free Webinar Series

Learn What Customers Really Think About the Auto Repair Experience

SAN DIEGO, Calif., Sept. 09, 2020 – Shop owners and managers are invited to join Mitchell 1 and Elite for a free webinar series to learn firsthand what actual customers think about the auto repair experience. This complimentary three-part online event will take place Oct. 6, 13 and 20, 2020 at 10:00 a.m. PT/1:00 p.m. ET. To register and learn more, visit <https://mitchell1.com/event>.

“It would be great if vehicle owners said exactly what they like and don’t like about their repair experience, but unfortunately, even a shop’s best customers typically stay silent, even when they have constructive criticism that could help a shop improve,” said Nick DiVerde, senior marketing director, Mitchell 1. “This webinar series will bring auto repair customers and shop owners together to provide insight on how to deliver a repair experience that creates happy customers and helps grow the business.”

The first two sessions will feature a panel of the ideal vehicles owners who drive a lot, take good care of their vehicles and understand the value in dealing with a reputable shop. In session three, leading shop owners and industry experts will help attendees develop a step-by-step action plan to apply the knowledge provided by the vehicle owners – to help increase profits.

Session topics will also cover what customers like and don’t like about their auto repair shop’s advertising and what prospective customers really look for in reviews. There will also be an opportunity to participate in a Q&A session.

Industry expert Bob Cooper will lead the sessions, guiding attendees toward practical ways they can increase customer engagement, business and profits. Cooper is the founder and president of Elite, an international company that specializes in supporting those in the auto service industry. He has been nominated for entry into “Who’s Who in American Business,” is a member of the prestigious National Speakers Association and is recognized as one of the nation’s leading authorities on both personal and career success.

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