



For Immediate Release

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Mitchell 1 Hosts Sold-Out Shop Management Workshop in Orlando

SAN DIEGO, Calif. – May 16, 2023 – Mitchell 1 recently hosted a sold-out crowd of professional service advisors and shop owners at its Spring Shop Management Workshop, held in Orlando, Florida. During the two-day event, participants learned how to unlock the potential of their Manager™ SE and ShopKey® Shop Management Systems to improve efficiency and grow their businesses.

Tim McDonnell, senior product marketing manager for Manager SE, and Dan Johnson, product manager for management software solutions, guided attendees through the software's functionality and new features. They explored program setup values, inventory, reporting, advanced transactions, as well as integration with the latest multi-supplier aftermarket catalogs.

"We want to thank everyone who joined us in Orlando for our latest Mitchell 1 Shop Management Workshop. We enjoyed two full days of lively discussions, strategies and best practices on how to use the management system to energize their business, increase profits and boost productivity," said McDonnell.

"No matter how long users have had Manager SE, we find that they're always discovering better and more efficient methods to run their day-to-day businesses," he continued. "The workshop provided an excellent opportunity to provide hands-on training of the latest features that will help improve shop efficiency, including time management tools, text-to-pay options, drag-and-drop scheduling, MessageCenter text messaging and email templates."

Workshop attendees were also among the first in the industry to hear about the recent integration of the Manager SE software with Voyomotive, a company that provides advanced telematics products that can help a shop assess the health of vehicles remotely through the cloud and monitor driver safety in real time.

They learned how the [VOYOLink](#) web-based platform and VOYO OBD-II devices connect vehicle owners to Manager SE-equipped repair shops, allowing technicians to investigate problems and schedule services remotely for things like diagnostic trouble codes, maintenance reminders, oil changes and other alerts, including predictive battery failure and tire issues.

During a relaxed evening reception, attendees learned about the Mitchell 1 SocialCRM™ shop marketing services, including how to effectively manage and promote their businesses on their Google Business Profile with the new Google Campaigns feature from SureCritic™, a new and exclusive feature within the LocalSearch services.

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:

As a member of the Snap-on® TOTAL SHOP SOLUTIONS brand family, 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 software and services, including vehicle repair information, business management and shop marketing services, to help automotive and commercial truck professionals improve productivity and profitability. For more information, visit the company's website at mitchell1.com.

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