



For Immediate Release

Contact:

Janet Dayton
Mitchell 1
858-391-5251

Janet.Dayton@mitchell1.com

Lynn Konsbruck
Maximum Marketing Services
773-547-0488
lkonsbruck@maxmarketing.com

Mitchell 1 Hosts Sold-Out Shop Management Workshop in Philadelphia

SAN DIEGO, Calif. – May 6, 2025 – Mitchell 1 welcomed a sold-out crowd of professional service advisors and shop owners at its recent spring shop management workshop in Philadelphia, Pennsylvania. The two-day event offered hands-on training and in-depth insights into the powerful capabilities of the Manager SE™ and ShopKey® shop management systems, providing attendees with practical strategies to improve shop efficiency, boost profitability and drive business growth.

The workshop, led by Tim McDonnell, senior product marketing manager for Manager SE, and Dan Johnson, product manager for Manager SE software, covered the full spectrum of functionality across Manager SE 9.2 and other recent releases.

One of the standout highlights was an in-depth look at the new Job View feature – a significant workflow enhancement that streamlines how shops manage estimates, invoices and deferred work. Attendees also previewed the Expanded Revisions feature that builds on the Job View foundation in Manager SE 9.2.

In addition, the workshop covered key topics such as program setup, inventory and parts ordering (including access to multi-supplier aftermarket catalogs), a reports overview, advanced transactions and best practices throughout. Attendees had the opportunity to visit a computer lab for one-on-one time with product specialists, where they could get hands-on experience with the new features discussed during the workshop.

“We would like to thank everyone who joined us in Philadelphia for our latest Mitchell 1 Shop Management Workshop,” said McDonnell. “Over the two days, attendees gained a deeper understanding of the software’s advanced features, increasing the value of their shop’s software investment. Equally valuable was the interaction between the Mitchell 1 product specialists and attendees – sharing tips, strategies and real-world experiences. The connections and friendships formed over the two days were truly priceless.”

The workshop also included a session on Mitchell 1’s SocialCRM™ shop marketing services that seamlessly integrates with the shop management software. The session highlighted the exclusive Google Optimization Suite, designed to help shops enhance their visibility online and improve their Google ratings.

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.

#