



July 12-14, 2024
Wild Horse Pass Resort & Casino
TrainingExpoAZ.com

2024 Sunrise Automotive Training & Expo Course Descriptions

Friday, July 12th 10:00 am to 1:00 pm

TECHNICAL

Instructor: David Nix

Sponsor: Automotive Training Institute

Course Title: **Automotive Technician Workflow Efficiency Class**

Course Description: Overview: The Automotive Technician Workflow Efficiency Class is designed to enhance the productivity and effectiveness of automotive technicians by optimizing their workflow processes. This class aims to equip technicians with the necessary skills, techniques, and strategies to streamline their work, reduce turnaround times, and improve overall efficiency in automotive repair and maintenance tasks.

Target Audience:

1. Automotive technicians at various skill levels, including entry-level technicians, mid-level technicians, and experienced professionals.
2. Automotive repair shop owners and managers seeking to enhance the productivity and efficiency of their technicians.
3. Automotive technology students and apprentices looking to develop a strong foundation in workflow optimization within the automotive repair industry.

Goals:

1. Enhance Efficiency & Improve Time Management
2. Enhance Quality of Work & Ensure Safety and Compliance
3. Foster Collaboration
4. Increase Customer Satisfaction
5. Utilize Technology

Objectives:

1. Teach techniques and best practices to optimize workflow processes, reduce downtime, and increase the number of tasks completed within a given time frame.
2. Help technicians prioritize tasks, allocate resources effectively, and manage time efficiently to maximize productivity.
3. Emphasize the importance of attention to detail, thoroughness, and accuracy in completing automotive repair and maintenance tasks efficiently.
4. Promote teamwork and communication among technicians to facilitate smooth workflow coordination and problem-solving.
5. Demonstrate how improved workflow efficiency leads to faster turnaround times, higher-quality service, and greater customer satisfaction.
6. Introduce tools, software, and digital resources that can streamline workflow processes, automate repetitive tasks, and enhance overall efficiency in automotive repair shops.

7. Educate technicians on safety protocols, industry regulations, and best practices to maintain a safe working environment while optimizing workflow efficiency.

Overall, the Automotive Technician Workflow Efficiency Class aims to empower automotive technicians with the knowledge and skills needed to enhance their performance, deliver superior service to customers, and contribute to the success of automotive repair businesses.

Instructor: Will Rasmussen

Sponsor: Southwestern Wynn Products

Course Title: Introduction to Gas Direct Injection (GDI)

Course Description: Understanding the theory of gasoline direct injection systems. The pros and cons of GDI engines and a look into the future advancements of gas direct injection.

SERVICE ADVISORS

Instructor Name: Jimmy Lea

Sponsor: The Institute for Automotive Business Excellence

Course Title: Title: **Mastering the Art of Successful Communication** Subtitle: **A journey to success.**

Course Description: What would you be willing to do in your business to be top-of-mind when your customer needs you? In this training you will learn how to communicate with specific personality types in ways that are super easy to execute. Knowing your customers motivational mindset gives you the advantage of creating intentional copy & content that targets their particular perspectives and drives them to your shop. Learn the specific scripts for phone calls, emails, text messaging, and post-cards that speak to them on a deeper level.

MANAGEMENT

Instructor: Cecil Bullard

Sponsor: The Institute of Business Excellence

Course Title: **Finding, Interviewing and Hiring the Right People**

Subtitle: Attract, Recruit, Retain a Winning Team

Course Description: Join Cecil Bullard in this intensive program designed to transform your approach to team building, from attracting the right talent to fostering leadership and creating a culture of success in your business.

Class Content: Building a Winning Team: Strategies for Success: In this comprehensive class, participants will explore the critical elements of creating and maintaining a winning team. Cecil Bullard, from The Institute, will guide you through three key modules, each addressing a crucial aspect of leadership and team development.

Module 1: Attracting, Hiring, and Training the Right People

- Understanding the Pitfalls: Shops hiring good people who become non-performers
- Defining the Ideal Candidate: Key factors for success in your team
- The Interview Process: Techniques to identify and inspire the right individuals
- 8 Steps to Attract Good People: Proven strategies for recruitment
- Creating Clear Job Descriptions: Building the foundation for success
- Mentorship Program Implementation: Fostering growth and development
- Managing Expectations: Creating a framework for success
- Fundamentals for Inspiring Staff: Techniques to motivate and empower

Module 2: Leading and Managing for Success

- 3 Essential Elements to Inspire the Team

- Characteristics of Effective Leadership
- Crafting Clear Vision and Mission Statements
- Utilizing Vision to Formulate Achievable Goals
- Team Management for Success
- Inspiration Techniques for Team Members
- Conducting Company and Individual Meetings Effectively

Module 3: Becoming an Inspiring Leader

- Understanding the 6 Stages of Leadership
- Building Trust: 4 Crucial Stages
- Creating High-Performing Teams
- Enhancing Communication: 10 Strategies for Individuals and Teams
- Secrets to Conflict Reduction and Building Self-Esteem
- 8 Ways to Enhance Leadership Inspiration
- Avoiding Blame, Identifying Patterns, and Focusing on Improvement

Learning Outcomes: Participants will gain a deep understanding of effective team building, leadership, and communication. By the end of the program, you will possess the knowledge and tools needed to become a more inspiring leader, improve team dynamics, and elevate your business's overall success. Walk away with heightened self-awareness and practical skills to enhance both personal and team communication, ultimately leading to improved decision-making and results.

Instructor: Brett Gilliland

Sponsor: Elite Entrepreneurs

Course Title: Exhausted & Uncertain to Energized & Unstoppable

Subtitle: What it REALLY looks like to work ON your business and not just IN it

Course Description: If trying to keep up with your growing business is leaving you feeling exhausted or uncertain and you would much rather feel energized and unstoppable, then this session is for you! Brett will share practical ways any busy and overwhelmed business owner can start to break out of the day-to-day chaos of running a business in order to intentionally build a new and exciting future.

Friday, July 12th 2:00 pm - 5:15 pm

TECHNICAL

Instructor Name: Adam Robertson

Sponsor: CTI

Course Title: Conquering Network Diagnostics

Course Description: This class covers modern vehicle network operation and how to efficiently diagnose them using common tooling. The overwhelming majority of network related issues do not require decoding of individual packets of data. It is important to understand how a network exchanges information, but a deep dive into the bits, bytes, nibbles and ticks of each network is not needed to repair the vehicle. Knowledge of the network type, the expected voltage levels, and the layout of the network wiring to the modules can provide us with enough information to gain diagnostic direction. At that point, we can use our available tooling to determine the root cause of the problem. Topics Include: - Understanding common automotive networks and where to get help if we don't understand them - Discuss OE and aftermarket scan tool

communication benefits and challenges - Learn how to develop a logical diagnostic approach using service information and our own tooling - Understand diagnosis through communication related case studies.

SERVICE ADVISOR & MANAGEMENT

Instructor Name: Sara Fraser

Sponsor: Haas Performance Consulting & AutoLeap

Course Title: **Understanding, Connecting, and Engaging with Gen Z**

Course Description: Dive into the distinctive traits of Generation Z while gaining insights from expert Sara on effectively engaging both customers and employees from this generation.

This comprehensive course provides a concise overview of preceding generations and delves deeply into the world of Generation Z. Sara will lead you through a journey that explores the nuances of communication, relationships, and behavior. Discover strategies to adapt your management, mentorship, and coaching methods to resonate with Generation Z. Uncover the factors that have molded this generation, setting them apart from their predecessors like the Millennials. Learn from Sara about the critical art of marketing to Generation Z, capitalizing on their preference for social media platforms. Navigate the essentials of engaging with Generation Z on platforms like Facebook, Instagram, and more. Sara will adeptly guide you through leveraging hashtags, generating compelling content concepts, and effectively attracting your target clientele.

By the end of this course, you will be equipped to not only become an employer of choice for Generation Z but also position your business as a preferred destination for their shopping needs. Gain the insights and expertise needed to establish a presence in the eyes of Generation Z, fostering meaningful connections and engagement.

MANAGEMENT

Instructor Name: Jimmy Alauria

Sponsor: Victory Team Building Group

Course Title: **The Simple Understanding of Effective Labor Rate, Gross Profit & Labor Rate to Manage Your Shop's Performance**

Course Description: This seminar will make it easy to understand the key statistics to manage your shop. Effective Labor Rate, Gross Profit Margin and GP Per Hour all affect how you get to your target Net Profit and ultimately your shop's survival and expansion. Yet most shop owners and managers don't know HOW these numbers can help them determine IF & WHERE they have a problem or not. You will learn:

- What is Gross Profit vs. Gross Profit Margin and WHY it is important to know the difference?
- What Effective Labor Rate is and what it DOES and DOES NOT tell you
- The simple math to determine what your Labor Rate should be....and it doesn't include your competition.
- How to set up your parts markup to hit your Gross Profit goals
- How to determine if you have a Productivity Problem or a Sales Problem that is causing LOST PROFIT
- NET PROFIT CALCULATOR - All attendees will get access to an online profit calculator that takes the guesswork out of what your Sales & Gross Profit needs to be in order to hit your EXACT NET PROFIT goals.
- Workbook with the formulas and examples for all the numbers you will learn about so you can put them to use right away!

Do you have a Sales Problem? Tech/Shop Efficiency Problem? Is your Labor Rate too low? Is your Parts Markup enough? Knowing how to read these numbers and what they mean will give you the answers you need to take your shop to the next level. You don't have to be in MYSTERY! You can be in CONTROL using these numbers!

Saturday, July 13th 8:00 am - 10:00 am

SERVICE ADVISOR

Instructor Name: Jimmy Alauria

Sponsor: Victory Team Building Group

Course Title: **GET THEM INTO THE SHOP! A Service Advisor's MODERN guide to dealing with PRICE SHOPPERS!**

Course Description: In today's auto repair shop, PRICE SHOPPERS are ARMED with TOO MUCH INFORMATION from YouTube, social media and the Internet for old and outdated sales tactics. The #1 most important skill a Service Advisor must possess is the ability to get customers into the shop. Each new and existing customer is worth thousands of dollars ONLY if the Service Advisors can get them in the door. In this seminar you will learn:

- How to build instant rapport and credibility with customers without slimy sales tactics.
- How to use the prices they have gotten from other shops to your advantage.
- What prices you ALWAYS want to give the customer.
- Working out your UNIQUE SELLING PROPOSITION so the customer sees VALUE over PRICE.
- How we are confusing the consumer with industry verbiage and how you can win customers by not doing it.
- Why it is our DUTY & RESPONSIBILITY to be experts at helping customers choose the right shop... YOUR SHOP!

MANAGEMENT

Instructor Name: Larry Oxenham

Sponsor: American Society for Asset Protection (ASAP)

Course Title: **Don't Kill your Golden Goose- Protect & Perpetuate your Business**

Course Description: Is your financial house in order? Discover the tools independent auto repair & collision shop owners can use to become invincible to lawsuits, save thousands in taxes, and achieve financial peace of mind. By the end of the presentation, you will know how to:

- 1) Protect 100% of your assets from lawsuits. You will learn how to make yourself so unattractive to a plaintiff attorney that they will never pursue a lawsuit against you.
- 2) Save thousands of dollars each year in taxes. You will learn five tax reduction strategies most people fail to utilize, which could save you more than \$10,000 each year in taxes.
- 3) Avoid probate and eliminate all estate taxes. You will be taken through a checklist of items that are important to every estate and business succession plan. You will learn what you should be doing now to prepare for a successful business and estate succession. "It takes a lifetime to accumulate your assets. Take the time to protect them."

Saturday, July 13th 8:00 am - 12:15 pm

MANAGEMENT

Instructor: Cecil Bullard

Sponsor: The Institute of Business Excellence

Course Title: **Increasing Productivity and Labor Profit**

Subtitle: Understanding What Makes Your Team Produce

Course Description: Do you feel like you can't get work out in a timely fashion? Are your technicians doing less than 8 hours of billable work in a day? Or do you just want to make your business run smoothly and efficiently? This is the class for you. The average productivity in the Automotive Service and Repair Industry is 72%, costing shops tens of thousands of dollars of net profit each year. The best run shops achieve 120% productivity and earn tens of thousands of additional profit each year. This class will teach you what the best shops do to maximize their productivity.

- The processes that affect productivity
- How improving productivity increases tech pay and attitude.
- 8 ways to motivate your team.
- How better communication improves productivity.
- And more...

Walk away from this class with several proven methods to improve your productivity and your profits and put the fun back into your business.

Saturday, July 13th 9:00 am - 12:15 pm

TECHNICAL

Instructor: Adam Robertson

Sponsor: CTI

Course Title: **Advanced Gasoline Direct Injection: Practical Diagnostic Techniques**

Course Description: This course focuses on practical testing techniques applied to gasoline direct injected (GDI) engines supported by a working understanding of system and component operation. This class introduces essential testing techniques which can be applied to a variety of GDI equipped vehicles regardless of make or model. This class features the proper use of common diagnostic tools, scan data analysis and proper efficient test drive techniques to help accurately diagnose some of the more common issues found on GDI engines.

Instructors Name: Gary Weaver

Sponsor: NAPA AutoTech

Course Title: Proper Electrical Testing

Course Description:

Recommended for B and C Technicians

Every day, as technicians, we are confronted with electrical faults. It is almost impossible to name a system in a vehicle that is not electronically controlled or monitored. This means we should be a Master of Electrical testing. This course builds a foundation of electrical theory and testing to use on every vehicle.

You will learn functions that your DVOM has but are seldom used to become more proficient in your testing and achieve the results you need. We cover the benefits of voltage drop versus standard voltage potential testing. We will also explore the value of current charging versus ohmic or resistance testing. These two tests alone will fundamentally change the way you approach electrical faults and more importantly reduce the amount of time you spend diagnosing them.

- Voltage drop
- AC & DC voltage tests
- Current charging
- Resistance testing
- Diode and component tests
- Frequency testing
- Temperature testing

Instructor Name: Kevin S. McCartney

Sponsors: Automotive Support Services/NAPA AutoTech

Course Title: The Rapidly Changing World of Fuels, Fluids & Lubrication

Course Description: The continuing progression of alternative lubrication technologies is changing the reality of “viscosity”. It’s a whole new world. From cooling flooded battery packs with a new generation of dielectric coolants, to maximizing Electronic Stability Control (ESC) systems with a new generation of brake fluids, to the next generation of efforts to control pre-ignition, the constant change continues. Ignoring the new Class 6 and Class 7 categories of DOT 4 brake fluid can lead to huge civil and criminal liability for shop owners and Technicians. Mega-Knock is already driving accelerated development of ILSAC GF-7 & GF-8. SAE 0W-8 and 0W-12 are already here and grossly misunderstood. This class addresses the myths, mysteries and realities of modern fuels, fluids and lubrication that Technicians of today must face.

Instructor Name: Andrew Fischer

Company Name: Fischer Automotive Consulting and Training Services (FACTS)

Course Title: Scan Tool Analysis, Tips, Tricks, and Modes

Course Description: A dive into the modes of OBD, the usefulness of utilizing the modes. Determining when to use enhanced and generic data. How to design a diagnostic process that works. This is a great class geared towards all skill levels. Utilizing multiple aftermarket and OEM scan tools.

Saturday, July 13th 10:15 am - 12:15 pm

SERVICE ADVISOR

Instructor Name: Sara Fraser

Sponsors: Haas Performance Consulting & AutoLeap

Course Title: **Strategies for Dealing with Difficult Customers**

Course Description: Ever had a really great, incredible day destroyed by a customer? Yes, you know the one. These situations disrupt business, affect the work environment, and suck all the energy out of you. It is a tough job to be helpful and provide great customer service when a guest is confrontational, unreasonable, or over demanding. Let's not overlook the impact on your store's profits. Many times, these situations result in performing work for no pay, refunds or even a lost customer. And don't forget your reputation is at risk.

- Learn techniques to identify the "difficult" customer early.
- Discover creative ways to cope with guests' demands and complaints.
- Gain strategies to resolve complaints quickly — and to everyone's satisfaction.
- Repair broken relationships with guests that might have been lost forever.

Handling tough customers becomes another one of your strengths. No longer be challenged with difficult customer interactions and enjoy work with less stress and fewer frustrations.

MARKETING

Instructor Name: Jimmy Lea

Company Name: The Institute for Automotive Business Excellence

Course Title: **Title: Is Your Digital Footprint Recession Ready?**

Subtitle: Get found in the digital realm regardless of the current economic status.

Course Description: Welcome to the 21st where if you don't exist digitally... you don't exist. Grab your recession ready checklist for building a fool-proof foundation to establish your marketing superiority online.

Learn what must be done to optimize your digital footprint in the metaverse. From websites to claiming your Google social territories, we'll cover the necessary pillars of your marketing strategy to take advantage of a down economy.

MANAGEMENT

Instructor Name: Aaron Woods

Sponsor: The Institute for Automotive Business Excellence

Course Title: **Unlocking Inspiring Accountability: The CLEAR Results Model**

Subtitle: Transforming Accountability for Engaged Teams and Lasting Success

Course Description: Lets discuss the many different concepts of accountability, exploring its different facets and introducing a groundbreaking approach to fostering employee engagement and productivity. From traditional methods to a revolutionary shift towards inspiring accountability, we will uncover the core differences and benefits.

- Discover how the CLEAR Results Model empowers leaders to guide their teams through proactive and responsive strategies that not only drive results but also promote growth, resourcefulness, and a solution-focused mindset.

- Learn how to navigate the hierarchy of human needs in the workplace and align them with accountability practices, all while ensuring a clear path to success and continuous improvement.

Through this comprehensive guide, you'll gain insights into transforming your leadership approach and creating a culture of accountability that thrives on inspiration and achievement.

Saturday, July 13th 1:30 pm to 3:30 pm

SERVICE ADVISOR

Instructor: Mark Seawell

Sponsor: The Institute for Business Success

Course Title: **The Ultimate MAP Class (Mastering Advisor Presentations)**

Subtitle: Navigate toward a more powerful sales presentation

Course Description: Our sales presentation can make-or-break the sale. Simply put, the better the presentation that you build, the better the chance it will earn your customer's business.

We designed a step-by-step system that will help you become incredible at presenting your findings to your clients clearly, concisely, while building trust, and showing the value of what you offer.

This system is effective because it's designed to follow the 5 basic principles of every sales presentation. This presentation (MAP) utilizes checkpoints to keep you on track, shows you how to navigate the sales presentation, and helps you to better connect with your clients.

The Service Advisor will learn to have more confidence selling services, make more professional presentations, and connect better with customers in this class.

MANAGEMENT

Instructor Name: Aaron Woods

Sponsor: The Institute for Automotive Business Excellence

Course Title: **Mastering the 10 Steps to Your Profitability Engine**

Subtitle: Unleash Your Shop's Potential and Create a Thriving Business that Runs on Autopilot

Course Description: Join us for an empowering class where we will guide you through the 10 essential steps to reach a profitable and self-running business. Discover the secrets of successful shop owners and learn how to build a business that not only generates profits, but also operates efficiently, freeing up your time and energy for what truly matters. Whether you are a seasoned business owner or just starting out, this class will provide you with practical insights and actionable strategies to achieve long-term success.

Saturday, July 13th 2:00 pm - 5:30 pm

TECHNICAL

Instructors Name: Gary Weaver

Sponsor: NAPA AutoTech

Course Title: **Timing Chain Advanced Diagnostics Using Scopes, Transducers & Scan Tools**

Description of Training:

Recommended for A and B level Technicians

An engine needs three things to run: air, fuel, and ignition. This class will focus on “air” – getting it in, compressing it, and getting it out again.

A variety of testing techniques will be taught, using the scan tool and DSO (Digital Storage Oscilloscope) to inspect and identify engine mechanical problems that impact the engine’s volumetric efficiency and its mechanical ability to compress the air/fuel mixture. Examples of “known good” and “known bad” will be included to help the student understand the concepts presented.

- Digital Storage Oscilloscopes (DSO)
- Scope setup to read pressure
- Relative compression
- Cranking compression
- Scan tool resources
- Volumetric Efficiency (VE)
- Crank and cam sensors
- CKP and CMP patterns
- In-cylinder running pressure test

Instructor Name: Andrew Fischer

Sponsor: Fischer Automotive Consulting and Training Services (FACTS)

Course Title: Exhausted! Oxygen and air fuel sensor diagnostics

Course Description: Technicians are always asking for air fuel sensor help. This class will lay a foundation in oxygen sensor and AF sensor theory and operation. Using data to determine air fuel functionality. How to diagnose air fuel sensors with oxygen sensor data and vice versa, exhaust leaks and their effect on data. We will also demonstrate solid methods with different tools to verify exhaust system integrity.

Instructor Name: Haakan Light

Sponsor: Shotgun Diagnostics LLC

Course Title: Automotive Module Programming - Foundations for the Technician

Course Description: In this course we will introduce technicians to automotive module programming. The class is targeted for those with limited to no experience with module programming who are looking to build a strong foundation and add this skill set to their "toolbox." Programming, Coding, and Learned Data will be defined and explained. Methods of programming will be covered in moderate depth. Several walk throughs of real-world programming and cloning will be shown. Laptop purchase and setup, Vehicle Communication Interfaces, and more will be discussed.

Instructor: David Nix

Sponsor: Automotive Training Institute

Course Title: References and Resources Class

Course Description: The References and Resources Class is designed to equip automotive technicians, enthusiasts, and professionals with the knowledge and skills necessary to effectively utilize various references and resources in the automotive industry. This course explores a wide range of materials, tools, and digital platforms commonly used in the automotive field, enabling participants to navigate the complex landscape of automotive information with confidence and proficiency.

Target Audience:

1. Automotive technicians at various skill levels, including entry-level technicians, mid-level technicians, and experienced professionals.
2. Automotive repair Service Advisors/Shop Owners and Managers.
3. Automotive technology students and apprentices.

Goals:

1. Understand what we do, when it needs to be done, and in what order.

2. Understand what information is in a vehicle identification number (VIN).
3. Understand what the Motorist Assurance Program is and what it means.
4. Understand the different platforms that we can get information from.

Objectives:

1. State where you can go to find out what needs to be done, when it needs to be done, and in what order.
2. State where we can go and how we can use a VIN to get information about a vehicle.
3. Describe what Communication with Uniform Inspection and Communication Standards (UICS) means.
4. State what kind of information we can get from the different platforms.
5. Promote teamwork and communication among technicians to facilitate smooth workflow coordination and problem-solving.
6. Introduce tools, software, and digital resources that can streamline workflow processes, automate repetitive tasks, and enhance overall efficiency in automotive repair shops.

Throughout the course, students will engage in hands-on activities, case studies, and practical exercises to reinforce learning objectives. By the end of the course, participants will have acquired the necessary competencies to effectively utilize automotive references and resources, enabling them to excel in their automotive careers and stay ahead in a rapidly evolving industry.

Saturday, July 13th 3:45 pm to 5:45 pm

SERVICE ADVISOR

Instructor: Mark Seawell

Sponsor: The Institute for Business Excellence

Course Title: **Overcoming Objections**

Subtitle: Knowing and Navigating the *What* behind the "NO!"

Course Description: As Advisors, we're the advocates for the vehicle, advocating for its necessary care to a customer who's less than enthused to be there in the first place. As the designated champions, going to bat to get those desperately needed repairs, so it has the best chance at survival.

All the more upsetting when a customer tells us "NO!", when all we wish to do is help get them quickly, and safely, back on the road. Most of the time it's for an intangible reason, something that stems from an emotional and vulnerable place. However, we often incorrectly categorize the objection as tangible. In this workshop you will learn how to correctly identify an objection, categorize it, and then use specific tools to target and overcome.

In this class, Advisors will learn to become better communicators, handle objections with care and consciousness, and become more confident when someone gives them pushback on necessary repairs for their vehicle.

MANAGEMENT

Instructor: Cecil Bullard

Sponsor: The Institute for Business Success

Course Title: **How to Become an Inspiring Leader**

Subtitle: Help Them Become Their Best Self

Course Description: “Everyone can inspire others. Skilled leaders create high performing teams and amazing individuals. Learn how to inspire your team and create a culture of production and success in your business.

Students are taught:

- The 6 stages of leadership and 4 stages of building trust within your organization
- How to create a high performing team
- 10 ways to improve communication individually and as a team
- The secrets to reducing conflict and building self-esteem
- 8 ways to be a more inspiring leader
- How to avoid blame, identify patterns and focus energy on improving results

You will walk away with a better understanding of yourself and your team and the skills to become a better leader. You will have the knowledge to improve your communication and the communication of your team. Improving communication and culture improves decisions and results. You will have the tools needed to inspire those around you and improve their lives.

Sunday, July 14th 9:00 am - 12:00 pm

Owners Roundtable Discussion - TBA

Service Advisors Roundtable Discussion w/ Sara Fraser

Technician Roundtable Discussion w/ Lucas Underwood