



## **iFLEX 2014 Session Recordings/PowerPoints**

To view and print session handouts please click here: <https://aoca.site-ym.com/?iFLEX2014Pres>

Please click on the links below to view the session videos.

### **Adding Brake Repair & Service to Your Business Plan**

*Mike Morton, Federal Mogul Corporation*

The requirements of servicing brakes and brake repair in today's market will be discussed in this session. Topics will include equipment needed as well as where to find technicians and affordable training for them.

<http://webfiles.aoca.org/Adding Brake Repair and Service To Your Business Plan.mp4>

### **Confused About the Best Ways to Engage Your Employees?**

*John Schaefer, Schaefer Recognition Group*

Many traditional forms of recognition and compensation are not working and executives want to know why. It used to be easy; recognition was all about logoed, trophy-value awards that were custom-made to carry a lasting company message to predominantly Baby Boomer employees. Currently, there are four distinct generations in the work force and the Millennials are demanding very different approaches to recognition and compensation . . . or at least that's how it appears! Today's employees need to be regularly engaged by a team of leaders they trust, believe and are excited to follow. It's a training challenge that requires engaging your managers first.

<http://webfiles.aoca.org/Confused About The Best Ways To Engage Your Employees.mp4>

### **Inventory Management: Understanding How Inventory Turnover Impacts Cash Flow**

*Howie Loewen, Integrated Services Inc.*

The purpose of inventory management is to know what products you have on hand, where they are in use and how much is being sold. This type of real-time data is essential to running a successful lube shop. It is the accuracy of this data that drives the success of your inventory process. Even with the most comprehensive inventory management system, if the data isn't accurate, your inventory control is compromised. This session discusses how evaluating and ultimately changing your inventory control system and process could save you time and money.

<http://webfiles.aoca.org/Inventory Management.mp4>



### **Keeping Your Customers for Life: The Value of Lifetime Customers to Your Bottom Line**

*Richard Jon Bell, Six Star Solutions*

The session is designed to actually look at the lifetime value of a customer and how it affects the bottom line. Topics addressed include: Fostering a positive customer service culture; Who are the best companies out there delivering excellent customer service, and why are they so good at it; Delivering "WOW" to your customers through service; Embracing and driving change to have an organizational culture that encourages engaged employees who are passionate about your business; and how to prevent bad events from going 'Viral' in today's social media frenzy.

<http://webfiles.aoca.org/Keeping Your Customers For Life.mp4>

### **Marketing for the 21st Century: Driving Customers to Your Store**

*Karn Jilek and Kirsten Jensen, Onsharp, Inc.*

You've been to plenty of sessions on social media and marketing before, but get ready for something different: Digital Made Easy! This session will take a deep dive into social media channels including Facebook, Google+ Business Page, Foursquare and Yelp and how they can be maximized on a fast lube operator's limited budget. The session will be packed with examples and easy to follow checklists for implementing social media in your market. Make your dollars work for you by gaining insights into the pitfalls and opportunities within the digital marketing world and learn what to focus on to make the most efficient impact to your business.

<http://webfiles.aoca.org/Marketing For The 21st Century.mp4>

### **Money in your Pocket! Get into the Safety Game and Create a Risk Management Culture for Your Business**

*Jack West, Federated Insurance*

Insurance costs for the automotive industry are on the rise. Learn what you can do to positively influence your insurance premiums and pay less than your competitors. It all starts at the top with the development of a risk management culture. The presentation will examine risk management's effect on your bottom line and share concepts and practices for implementation.

<http://webfiles.aoca.org/Money In Your Pocket.mp4>

[http://webfiles.aoca.org/Federated\\_VisionForYourFuture.mp4](http://webfiles.aoca.org/Federated_VisionForYourFuture.mp4)



### **The Driving Forces in Oil Today**

*Steve Swedberg, Independent Consultant*

Steve Swedberg, consultant and writer within the oil industry, will provide a primer on engine oils and educate lube shop owners and managers on what's up and coming in motor oils and fuels. This session will detail regulation changes such as the approved level of ethanol in fuels, the trends in synthetic and specialty oils and the differences between commercial and automotive oil needs to showcase the impact that these changes will have on the oil change industry.

<http://webfiles.aoca.org/The Driving Forces In Oil Today.mp4>

### **The Products that Should Be in Your Fast Lube's Inventory**

*Greg Hewgill, ITW Professional Automotive Products*

Once there were very few fluid choices when doing automotive services, whether it was the transmission, power steering or differential. Today OEM recommendations have exploded with dozens of automatic transmission fluids, power steering fluids and differential fluids. In this session we'll take a quick look at the changes in technology and marketing that have brought us to this position and what service providers can do to balance OEM recommendations and customer needs without stocking hundreds of products.

<http://webfiles.aoca.org/The Products That Should Be In You Fast Lube's Inventory.mp4>

### **Tire Service: Increasing Sales and Profitability**

*Doug Lee, Myers Tire Supply*

Myers Tire Supply will help you to add tire services to your shop by detailing the equipment and supplies you will need, the space the services require, the cost estimates of this process and what contingency plans should be in place when challenges arise.

[http://webfiles.aoca.org/Service\\_Increasing Sales and Profitability.mp4](http://webfiles.aoca.org/Service_Increasing Sales and Profitability.mp4)