



Educational Seminars Institute
Automotive Management Specialists

Since 1984

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ESi to Offer Two Management Sessions at ASRW

Simi Valley, Calif. – Oct. 4, 2012 – Educational Seminars Institute (ESi) will offer two sessions: “Hiring 101” and “Internal Sales from Technician to Service Advisor” at the upcoming Automotive Service & Repair Week (ASRW), Oct. 10-13, at the Morial Convention Center in New Orleans.

ESi senior instructor and owner Maylan Newton will lead both management sessions. Newton has more than 35 years of experience within the automotive repair industry as a technician, service advisor and service manager. He has been teaching automotive repair shop management for the past 15 years.

The “Hiring 101” session will include how to develop better hiring practices and relieve the stress of hiring a new employee, as well as where to look for employees, how to use testing for better results and setting expectations. It will be held Oct. 10, from 8:30 a.m. - 10 a.m., in Room 209.

In “Internal Sales from Technician to Service Advisor,” participants will learn about internal sales, and the processes and procedures between service advisors and technicians that make shops successful. Newton will show how to improve communication and work flow from service advisors to technicians, and as a result, improve the customer experience. This session will take place Oct. 12, from 8:30 a.m. - 10 a.m., in Room 220.

Both sessions will earn credit toward the Automotive Management Institute (AMI) Accredited Automotive Manager (AAM) designation.

In addition to being part of the ASRW conference program, ESi will exhibit at ASRW in the Profit Building Pavilion, booth C1641.

Independent Solutions for Individual Needs

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ASRW includes the International Autobody Congress & Exposition (NACE) and the Congress of Automotive Repair & Service (CARS). For more information and to register, visit www.asrwevents.com.

ESi was founded in 1984 and offers “Independent Solutions for Individual Needs” through its Professional Business Development training series, an In-Shop Training Support Program, a Phone Coaching Program, the Service Writer’s School of America and the Mega Marketing Symposium. All ESi programs are taught by automotive professionals with at least 20 years of experience in the automotive industry. For information, visit www.esiseminars.com, email: esi@esiseminars.com, or call toll-free (888) 338-7296.

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