



Educational Seminars Institute  
Automotive Management Specialists

Since 1984

---

For Release:  
Immediate T-0101

Contact:  
Maylan Newton  
(888) 338-7296  
esi@esiseminars.com  
www.esiseminars.com

### **ESi's Bill Haas To Deliver Keynote at ATE**

*Simi Valley, Calif. – Jan. 24, 2013* – Bill Haas, automotive coach, Educational Seminars Institute (ESi), will deliver a keynote address on “Rewarding Bad Behavior” during the upcoming Automotive Training Expo (ATE), March 1-3, in Seatac, Wash.

Haas has an extensive background in the automotive repair industry, having been a technician, shop manager, parts counterman, shop owner and trainer. His keynote will examine the choices people make in terms of behavior, the examples they set by their behaviors, and the difference people can make with their behaviors. The keynote is sponsored by WORLDPAK Training Institute (WTI) and will take place March 2, from 6:30 a.m. to 8 a.m.

Haas also will lead a management session on “Selling the VALUE Nobody Can Compete With” to help attendees avoid price-based selling by learning to ask powerful questions when talking with customers.

In addition to Haas, ESI's Senior Instructor and Owner Maylan Newton will lead three management sessions during ATE. “Handling the Phone Shopper” will show how to convert callers into customers by using consultative and relationship selling to build trust. “Internal Sales – From Technician to Service Advisor” will cover the processes and procedures between technicians and service advisors that make a shop successful. “Hiring 101” will teach the basics of hiring the right employee, what to ask, what to know in order to get the right person for the job, and the value of testing.

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 ATE also will include a keynote address on “27 Ways to Have a Great Business and a Great Life,” by Steve Beck, founder and president of Beck and Associates. Beck's address will be held March 2 from 11:45 a.m. to 1:15 p.m. In addition, ATE will feature

---

***Independent Solutions for Individual Needs***

4516 E, Industrial St. Suite 1E • Simi Valley, CA 93063

(888) 338-7296 Fax (805) 526-3254

www.esiseminars.com esi@esiseminars.com



Educational Seminars Institute  
Automotive Management Specialists

**Since 1984**

---

more than 80 industry expert trainers delivering management and mechanical technical training, a trade show with the latest technologies, cutting-edge products and hands-on product demos, and exceptional networking opportunities. For more information and to register, visit the ATE website, [www.atetrainingexpo.com](http://www.atetrainingexpo.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, the Mega Marketing Symposium and Customer Service Group Web Meetings. 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](http://www.esiseminars.com), email: [esi@esiseminars.com](mailto:esi@esiseminars.com), or call toll-free (888) 338-7296.

###

---

***Independent Solutions for Individual Needs***

4516 E, Industrial St. Suite 1E • Simi Valley, CA 93063

(888) 338-7296      Fax (805) 526-3254

[www.esiseminars.com](http://www.esiseminars.com)    [esi@esiseminars.com](mailto:esi@esiseminars.com)