

Linder Technical Services

# Networking Newsletter



June 2006

## Linder Technical Services 9th Annual "Networking" Conference Sept. 8-10, 2006

This weekend event will be attended by 300+ technicians and shop owners from all across the U.S. and Canada. Approx. 15 hours of technical training classes will be offered along with a Saturday management seminar and a top-notch trade show. No alignment racks and brake lathes at this show, but only the best in automotive diagnostic equipment.

We are very excited to bring back John Thornton, Scot Manna and Wayne Colonna from last year's conference line-up. Craig VanBatenburg, who spoke at the 2003 conference, will be speaking again and after a few years of trying to fit us into his busy schedule and our newcomer this year is Luis Ruiz from MEA in New Jersey. Luis comes highly recommended! \*New this year, we are adding a one-day Management Seminar on Saturday taught by Margie Seyfer.

Not only will you have a chance to grab tons of new information during the class sessions, but each evening we will have hospitality suites open at the hotels where you can sit down and "network" with other technicians. We are told year after year that attendees learn almost as much from these nighttime gatherings as they do during the technical sessions during the day.

Here is the list of technical classes that will be offered this year:

- € **Transmission "Insights" part 2 by Wayne Colonna.....**This seminar contains answers to a large variety of erratic automatic transmission behavior caused by different sensor input malfunctions, compromised grounds, software and computer strategy related issues and other odds and ends that has nothing to do with pulling the transmission to fix the problem.
- € **"Hybrid Help, Hype, and Hindsight" by Craig VanBatenburg:** This 2 hour class will help any tech understand why hybrids are here to stay, simple fixes, myths examined, and more.
- € **CAN by Scot Manna:** In this class you will see how CAN compares to previous diagnostic protocols and focus on the tools needed to diagnose and repair CAN-equipped vehicles.
- € **Key Off EVAP Systems by John Thornton:** These systems run the EVAP monitor when the key is Off. This class will cover system operation and diagnosis for GM, Chrysler & Toyota.
- € **Electronic Throttle Control by John Thornton:** This class will cover system operation from 1997 Corvette through current models w/ gas engines.
- € **Volkswagen Driveability by Luis Ruiz:** COMPLETE SYSTEM COVERAGE including: Motronic 2.9, 5.9, 5.9.2, 7.0, 7.1, 7.5 and 7.5.1, Fly By Wire ETC, Diagnosis & accurate testing of common sensor failures, Measuring block analysis for diagnosing fuel trim and misfire codes, 3 & 4 wire COP ignition diagnosis, quick testing techniques for secondary air P0410 & P0411 codes, readiness code generation using a scan tool for OBD Monitors and much, much more!

\*\*\*For more information on the management classes, refer to page 4.....

# Registration Form:

You can register any one of three ways:

1. **Mail:** Linder Technical Services  
4-D Gasoline Alley  
Indianapolis, IN 46222  
(fill out form and send to the above address)

2. **Fax:** (317) 487-1868  
(fill out form and fax to above fax#)

3. **On-line:** www.lindertech.com  
(go to the website above and go to conference button)

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**Technician Fee: ..... \$329.00**

*(includes transportation to and from class, all technical class sessions, dinner on Fri & Sat., lunch on Sat., handouts and materials & trade show)*

**Management Session: \$169.00**

*(includes transportation, class session, lunch, dinner & Sat trade show)*

**Technical / Management Combo: \$399.00**

*(includes Friday technical sessions, Friday dinner, Saturday management class sessions, Saturday lunch & dinner, Sunday technical classes, trade show, all classroom materials, handouts and transportation)*

**Spouse Fee: \$50**

*(includes dinner Fri & Sat. and transportation to day-time activities)*

**Late Fee: \$50**

*(If registered after August 15)*

**Method of payment:**

\_\_\_\_\_ Invoice: **(Must be paid before Aug. 15)**

Credit Card# \_\_\_\_\_

\_\_\_\_\_ Check:

Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Technical Session Attendee(s) Name: \_\_\_\_\_

Management Session Attendee (s) Name: \_\_\_\_\_

Spouse Name (If attending meals & activities): \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone #'s: Days \_\_\_\_\_ Eve. \_\_\_\_\_

# Management Class Descriptions:

## LIP SERVICE: First Class Telephone Skills Saturday, Sept. 9 1:45-5:00pm

Have you called your business lately? Is the "VOICE" of your business the image you want projected? This training teaches the 'WOW' factor. Our telephone is the most important tool we have in our business. Are we using it to drive customers to us or drive them away? This training is tailored strictly to the automotive repair business.

### YOU WILL LEARN

- ↓ Pre-program tape recording up to ten shops—to hear how they sound to customers
- ↓ How to deliver a "knock your socks off" telephone greeting
- ↓ How to work your voice to improve your perceived image—Yours and your business
- ↓ What to say when placing a caller on hold and how to release the "held" caller
- ↓ Three simple no-cost ways to immediately improve your business image
- ↓ Thirteen positive "phrases that pay" rather than offend
- ↓ What to say to get price shoppers into your business
- ↓ Lobby etiquette - Are any of your people saying, "Are you here to pick up or drop off?"
- ↓ Voice mail effectiveness - Is it making you money or costing you money?
- ↓ How words like "I'm sorry", "ma'am" and "I'll have to" affect people
- ↓ Ways to build a team mindset between the front and the back
- ↓ How to maintain energy after your 50th call
- ↓ Tons of tiny techniques that will WOW your customers
- ↓ Which of your people are using the training—participant secret shopper calls

**WHO SHOULD ATTEND:** Everyone in your organization who has contact with customers

\*\*This is a 3 hour accredited AMI training course

## SELLING TO PERSONALITY STYLES Saturday, Sept. 9 8:00-11:15am

This training helps us learn how to sell services and products based on customer personality styles. Participants will explore the four widely diverse personality styles and come to understand what each style's driving force is which will result in improved customer retention and sales. **YOUR PEOPLE WILL LEARN HOW TO:**

- ↓ Experience the "discomfort zone" of selling and being a customer
- ↓ Identify their own personality style
- ↓ Identify ways in which their personality style complements or conflicts with other styles
- ↓ Identify customer styles and how to better approach the customer based on their needs
- ↓ Bridge temperaments of customers
- ↓ Profile a customer who is easy to communicate with and understand why
- ↓ Profile a customer who is difficult to communicate with and understand why
- ↓ Listen for clues in identifying customer styles
- ↓ Identify key motivators each personality style needs in order to buy from us
- ↓ Understand the key fears of each personality style and what causes them not to buy
- ↓ Develop competencies in a variety of selling situations
- ↓ Develop long-term relationships that lead to repeat sales

**PURPOSE/RESULT:** Help automotive service and parts professionals to be more confident in their sales approach and to create trusting, collaborative and mutually profitable customer relationships.

**WHO SHOULD ATTEND:** Those who desire to sell more, retain customers and reduce stress.

\*\*3 hour AMI accredited program

Linder Technical Services

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## Weekend Agenda

### Thursday, September 7th:

7:00 to 9:00 pm: .....Shop tours / Open House / Registration at the LTS shop on Gasoline Alley

### Friday, September 8th:

9:00 am to noon.....Registration at Comfort Inn

Noon to 12:30..... ..Bus transport to training center

12:30 to 1:00 pm. .... Welcome / Announcements

1:00 to 3:00 pm .....Class Session....John Thornton

3:00 to 3:30 pm .....Break & Vendor Time

3:30 to 6:00 pm .....Class Session.....Scot Manna

6:00 to 7:00 pm.....Dinner

6:00 to 8:30 pm..... Vendor Time & Giveaways

8:30 to 9:00 pm.....Bus transport back to hotels

9:00-midnight.....Hospitality rooms open at hotel

### Saturday, September 9th:

8:00 to 8:30 am .....Bus transport to training center

8:00 to 11:15am.....Management class session #1 @ Comfort Inn

8:30 to 11:30 am .....Class Session....Wayne Colona

11: 30 to 1:30 pm.....Vendors Open

Noon to 1:00 pm.....Lunch

1:30 to 3:30 pm.....Class Session....Craig VanBatenburg

1:45 to 5:00pm.....Management class session #2 @ Comfort Inn

3:30 to 4:00pm.....Break & Vendor Time

4:00 to 6:00pm.....Class Session.....John Thornton

6:00 to 7:00pm.....Dinner

6:00 to 7:30pm..... Vendors Open

8:00 to 8:30pm.....Giveaways

8:30 to 9:00pm.....Bus transport back to hotels

9:00 to midnight.....Hospitality rooms open at hotel

### Sunday, September 10th:

8:00 to 8:30 AM .....Bus/Vans transport to training center

8:30 to 10:15..... Class Session.....Luis Ruiz

10:15 to 10:30.....Break

10:30 to noon.....Class Session, Continued.....Luis Ruiz

Noon to 12:30pm.....Wrap-up & Goodbye!!!