

# 2019 Professional Business Development Northern California Schedule

**Monday Evening 6:30PM to 9:30PM**

April 29	Martinez	<b>Don't just sit there do something!</b>	All the knowledge in the world cannot make it happen. You must get up and take the 1st step, write the 1st word, drive the 1st nail. Our world is paralyzed by great ideas but not the discipline to implement them. Knowledge is not the power we seek, implementation of the knowledge we already have is the key to success. The most successful business owners have had the discipline to take the 1st step . 4 Essential Steps to Successful Implementation	<b>ENTIRE STAFF</b>
May 20	Martinez	<b>Business 101 for Employees</b>	Teach your employees about business, the ABC's of Cash Flow and Basic P&L interpretation. Ever heard of the "6 Minute Factor," the "Pitfalls of Discounting" and "The Missing employee." Join us in determining what it could cost you and your business. Learn how 6 minutes per tech per day could be the difference between making money or closing your doors.	<b>ENTIRE STAFF</b>
July 22	Martinez	<b>Service Advisors Roundtable</b>	Sit down with your service advising peers to discuss the challenges facing service advisors in repair shops today. No subject is off the table! Phone shoppers, quoting prices, the internet customers, or owners and staff.	<b>SERVICE ADVISORS</b>
September 16	Martinez	<b>11.5 Ways to Massively Grow Your Customer Base in 30 days</b>	Need to get some new business and do so quickly? Lost too many customers over the last few years? Want some new marketing ideas or maybe some new ways to use the old ones?  In this workshop, you will learn the many tried and true ways to massively grow your customer base very quickly.	<b>OWNERS/ MANAGERS</b>
December 7	Martinez	<b>Owners Roundtable</b>	Sit down with other owners and managers to have an open honest and frank discussion on the Good, Bad and the Ugly of shop ownership today	<b>OWNERS/ MANAGERS</b>

**Hagin's Automotive**  
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