



DEALER TALK

MARCH 2022

IPGAUTO.COM



TRAINING YOUR SHOP FOR SUCCESS!

An ongoing challenge for any shop owner is ensuring that their techs are prepared for whatever repair walks through the door. There's nothing like learning on the job. However, having some background knowledge and resources at hand is key to better servicing the customer. It can take time to find the right training for your techs, so IPG curated some of the top training platforms in the industry for you! Simply log onto your portal at IPGAuto.com and scroll down to the "Training Opportunities" carousel. Here is a breakdown of some of the featured training opportunities.



A-Z Professional Training

Beginner to Expert Level Courses

Live Training, On-Demand Online Courses

Offering Free Live Virtual Training for Limited Time

AutoZone offers training designed to help keep your team on top of their game. From technical training to shop management training, these course offerings are relevant to today's technician covering new developments in the automotive industry. Choose from live training courses led by ASE Master Certified, factory-trained instructors, or choose on-demand, online training developed by industry leaders.



ALLDATA Training Garage

Subscription Based

On-Demand Webinars Live Training

The ALLDATA Training Garage is a comprehensive online training resource with technical and business courses for shop staff and automotive students at all levels. More than 130 courses are available in English and Spanish, covering business management, business building, and automotive technical training.



NAPA AutoTech

Subscription Based



NAPA Autotech provides automotive aftermarket technicians with career development opportunities through structured, disciplined, measurable, high-quality technical instruction. This instruction will enhance understanding of vehicle systems, increase first-time repair capability, and increase customer satisfaction, while contributing to the profitability of NAPA and its customers. Receive a percentage off when setting up your account.



The Group Training Academy

Purchase Courses Individually, or Access All Courses Through Subscription

Mobile Workshop & Live Classroom Training, Live Virtual Training, and On-Demand Online Courses

The Group Training Academy is a resource for automotive professionals to enhance your everyday routine. Browse hundreds of hours of training, customizable learning paths, live interactive training workshops, and more! Learning paths are available for technicians, service advisors, owners/managers, and parts professionals. Owners/Managers can view reports on course progress and quizzes.



Garage Gurus

On-Demand Online Courses

Gurus-on-the-Go Live Training Lunch & Learns; Mobile Automotive Training Center

Built from a unique combination of technical training, product expertise and onsite, online, and on-demand delivery, Garage Gurus makes comprehensive training available to more service technicians than any other aftermarket manufacturer. Held at your shop, office or facility, the free Lunch & Learn training presentation brings an ASE-Certified Garage Gurus On-The-Go trainer right to your location. Our trainers arrive in their Garage Gurus product technology van containing product demonstrations, hands-on equipment and information on the latest products. A 53' double-expandable trailer is the home of the Garage Gurus MATC. Converted into state-of-the-art in-class and hands-on automotive training facility, the MATC offers over 30 different courses from our instructor-led workshops and field clinics. You get the expertise and know-how you've come to expect from the Gurus, in a unique mobile setting.



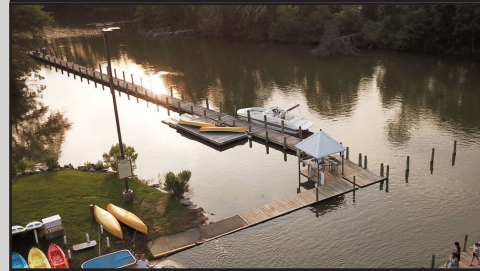
IPG Rewards 10,000 Point Winner

Congratulations to Wayne Shook at M&S Auto Repair in Harrisonburg, Virginia for winning the IPG Quarterly 10,000 Reward Points Giveaway! Wayne took advantage of IPG's flexibility to use his points towards his summer stay at the Bethpage Camp Resort by the Chesapeake Bay.

Tis the season to schedule spring and summer travel! After the holiday season has come and gone, our thoughts turn to the next great adventure: spring and summer vacation. Whether you spend a week on the Florida beach or a month in the mountains, the perfect vacation is personal to each of us. That's why IPG encourages shops to take advantage of their ability to redeem outside the catalog to create an experience that you and your family will enjoy. Wayne is an example of such a shop. This quarter, he used his points towards a summer stay in a cottage at the Bethpage Camp Resort. The resort is a catch-all of summer amenities, with an on-site water park, mini golf course, fresh & saltwater fishing, boat rental, a camp store, and more!

"The process was very smooth," Wayne said of working with Mike and Kristen at IPG to arrange his stay. He is looking forward to his upcoming trip. We hope he has a wonderful time!

If you want to be the next 10,000-point winner, call (423) 682-6627 or email kendall_thompson@ipgauto.com and let us know how you've used your reward points. Please include a photo to demonstrate your redemption in use. The winner will be announced in the next edition of Dealer Talk.



FREE! ACTIVATE ACCOUNT NOW

If you're reading this newsletter, then you just received a quarterly rebate check for your parts purchases thanks to ATD. You have valuable IPG Reward Points waiting for you as soon as you activate your **FREE** IPG member account. Just log on to IPGAUTO.com and look for the bright red activation button. In 3-5 working days you'll be ready to redeem your rewards points for lots of cool stuff. Once you activate your account, you can shop online with IPG's Mall Supply Partners. You'll find everything you need for home and office with money saving rebates just for IPG members. Remember, having a membership is **FREE**, there are no fees to be a member of IPG. In fact, all ATD, Tire Pros, Activate, and ServiceBay members are automatically enrolled as a member of IPG. Don't have an IPG account? Go to the website and click the big red button.

Kristen's Corner



I hope everyone is having a great start to the New Year. This has been a very busy season for IPG. Adding NAPA and The Parts House to our program, alongside the rush of Christmas redemptions, has kept our team on our toes. However, now that the busy holiday season is slowing down, we can begin thinking about what's next. Springtime is here, which means warmer weather in certain parts of the country. You can start looking forward to planning vacations with family and friends, like our 10,000 point winner. You may have already started planning your vacation, or maybe you are trying to save up for that special item you usually wouldn't spend money on. Why not check your IPG Rewards account? You may be able to purchase exactly what you are looking for with your reward points you've earned. If you want to know how many reward points you have accumulated in your account, and what you can spend them on, I can help. I'm always here to assist your needs! If you would like to reach out to me my direct line is **(423) 388-4779** or email kristen_harrison@ipgauto.com.