



Concord Seminar
What's Working Management Presentation
April 27
Immediately following the Technical Seminar

For more than a decade, ATRA's What's Working study has surveyed both consumers and shop owners so as to better understand what consumers are looking for when it comes to their automotive-repair needs and how successful shop owners are working to meet those needs.

This program will cover the results from the 2018 consumer and industry study. ATRA surveyed 1,000 consumers to find out:

- What they're willing to spend
- How they search for a reputable shop
- How long they think a rebuilt transmission should last
- How long they expect to be without their vehicle for a major repair
- Where they go to find information on transmission repair

And much more!

We also surveyed 272 shop owners to find out:

- Their most effective advertising methods
- Their general approach to transmission repair
- The demographics of the most successful shop owners

And much more!

The transmission repair industry is more than just fixing transmissions. It's about fixing people, too. Discover the results from ATRA's latest study. It might just change the way you think about your business!

For more information contact the ATRA Events Department at (800) 428-8489 or seminars@atra.com.