



BREAKOUT SESSION DESCRIPTIONS

**WED**  
**SEPT. 18**

**11AM**

**FUEL YOUR SERVICE DRIVE (Grand Ballroom 2)**

Attract customers to the shop with appropriate marketing messages and streamlined scheduling.  
**Features Discussed: Web Appointments, Notifications**

**CONNECT THE DOTS (Music City Ballroom)**

Explore flexible reporting options and dive into actionable data to determine opportunities for your business.

**Features Discussed: Financial Dashboards**

**COACHING PROCESS (Fisk)**

Commit to training your sales staff to ensure consistent customer experiences and successful sales outcomes.

**Features Discussed: Lead Management**

**CRACKING THE CONTACT (Belmont 1-2)**

Keep your customer front of mind and focus on building a long-lasting relationship.

**Features Discussed: Contact File, Customer Care**

**LEARNING LAB - DASHBOARD BASICS (Belmont 3)**

**New to PBS?** Whether you wish to give your department managers quick oversight or keep your dealership's pulse at your fingertips, explore the flexibility to customize dashboards to meet your business needs.

**Limited Seating - Sign up required**

**12PM**

**FIXED OPS FOCUS 1 (Grand Ballroom 2)**

Walk through the optimal v10 fixed ops workflow to reach peak efficiency and smoother inter-departmental communication.

**Features Discussed: Add Work Requests (AWR), Digital Service Suite**

**UNLOCK THE LEDGER (Music City Ballroom)**

Explore our newest query option and don't get left in the dark.

**Features Discussed: Query Schedule, Query Accounts, Query Transactions**

**STEPS TO SUCCESS (Fisk)**

Monitor **communications** and the step-by-step tasks that will lead you to the desired outcome and maximize sales opportunities.

**Features Discussed: Sales appointments, Sales Rep App**

**LEARNING LAB - SALES ACTIVITY BASICS (Belmont 3)**

**New to PBS?** Sales Activity is the ultimate way to log customer interactions and enhance an effective sales process. Create your personalized sales activity journey to ensure you get the most out of every sales opportunity.

**Limited Seating - Sign up required**





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PBS DEALER CONFERENCE 2024

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**WED  
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**2PM**

**FIXED OPS FOCUS 2 (Grand Ballroom 2)**

Service Drive is a complex process. Apply effective collaboration to wrap up the work cycle and book the next appointment.

**Features Discussed: Service Workflow, Parts Workflow**

**OPERATIONAL OVERSIGHT (Music City Ballroom)**

From managing customer records to implementing preventative controls to ensure accuracy, learn what you need to know about your fixed ops department's actions.

**Features Discussed: Preventative Controls**

**QUALITY QUOTING (Fisk)**

Stand out from the crowd – offer more purchase options to your customers and keep focused on closing the sale.

**Features Discussed: Scenario templates, Desking, Digital Presentation**

**3PM**

**CYBER SECURITY PANEL PRESENTATION (Grand Ballroom 2)**

Discuss various strategies for safeguarding your business against potential security breaches.

**ASSESS YOUR PROCESS (Music City Ballroom)**

Become intimately connected to your analytic devices to help you track what's working and what needs to be adjusted for increased results.

**Features Discussed: SO Timeline, Tech Performance**

**WORKFLOW WRAP UP (Fisk)**

The day has been all about using an effective workflow to provide a consistent customer experience, so let us wrap it up with the final steps in the process.

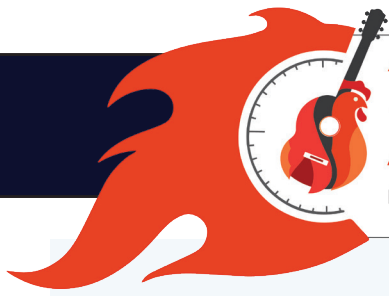
**Features Discussed: Deal Worksheet, Sales Activity**

**PARTS PERSPECTIVE (Belmont 1-2)**

Unlock new potential in your Parts department with CRM and benefit from powerful plugins for targeted marketing.

**Features Discussed: Guides, Campaigns, Mailers**





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**4 - 5PM**

**COLLABORATE WITH THE SERVICE EXPERTS (Music City Ballroom)**

Participate in conversation between the software experts and industry professionals to help you **find everyday efficiencies.**

*Features Discussed: Daily Questions & Answers*

**COLLABORATE WITH THE ACCOUNTING EXPERTS (Grand Ballroom 2)**

Participate in conversation between the software experts and industry professionals to help you **find everyday efficiencies.**

*Features Discussed: Daily Questions & Answers*

**COLLABORATE WITH THE SALES EXPERTS (Fisk)**

Participate in conversation between the software experts and industry professionals to help you **find everyday efficiencies.**

*Features Discussed: Daily Questions & Answers*

**COLLABORATE WITH THE PARTS EXPERTS (Belmont 1-2)**

Participate in conversation between the software experts and industry professionals to help you **find everyday efficiencies.**

*Features Discussed: Daily Questions & Answers*





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BREAKOUT SESSION DESCRIPTIONS

**THU  
SEPT. 19**

**10AM**

**DELIVER ON TIME (Grand Ballroom 2)**

Vehicle delivery and lot preparation requires collaboration between Sales and Service. Find the best ways to keep both teams aligned.

*Features Discussed: Delivery Management, Make Ready's and Due Bills*

**DECIPHER DISCREPANCIES (Music City Ballroom)**

Unravel the mystery of mismatched numbers in Parts Inventory and ensure harmony between what's on the shelves and what's in the books.

*Features Discussed: Counter Pad, Query, Parts Inventory Adjustments*

**LEARNING LAB - INVENTORY BASICS (Belmont 3)**

New to PBS? If your first inventory seems like a daunting task, don't panic! Our inventory expert has plenty of resources and a step-by-step process to ensure confidence and achievement.

*Limited Seating - Sign up required*

**11AM**

**CONSISTENT COMMUNICATION (Grand Ballroom 2)**

Leverage data and service history details to deliver consistent communication, provide an exceptional experience, and drive customer loyalty.

*Features Discussed: Workplan Guides, Notifications*

**ONLINE EXPRESS PAY TODAY (Music City Ballroom)**

Discover how each department can use Online Express Pay to provide customers with more options and expedite the payment process.

*Features Discussed: Online Express Pay*

**WISH UPON A CAR (Fisk)**

Use the information at your fingertips to make strategic decisions about your vehicle purchases. Mine your own data to confidently initiate the next deal.

*Features Discussed: Wishlist, Workplan Guides*

**DISCOUNT DYNAMIC (Belmont 1-2)**

Dive into the art of discount management like never before and illuminate the path to increased sales and profitability.

*Features Discussed: Discounts and Coupons, Escalators*

**LEARNING LAB - MENU PACKAGES BASICS (Belmont 3)**

New to PBS? Menu Packages can offer more than just standard seasonal combinations. Our service expert will show you how to set up tailor-made Menu Packages to boost your advisors' upselling opportunities.

*Limited Seating - Sign up required*





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**THU  
SEPT. 19**

**1PM**

**SECURE THE SALE (Grand Ballroom 2)**

Fixed Ops Deposits: the way to successfully secure, track, and manage deposits for your Fixed Ops departments.

**Features Discussed: Ops Deposits.**

**DIGITAL RETAILING SPOTLIGHT - PANEL DISCUSSION (Music City Ballroom)**

What does Digital Retailing mean to you? Hear from your industry peers and PBS experts on providing innovative buying options to your customers and learn how your fellow dealerships are staying ahead.

**2PM**

**STRATEGIC MANAGEMENT (Grand Ballroom 2)**

Make strategic decisions by taking a closer look at managerial reports and stay ahead of the curve.

**Features Discussed: AWR Analytics, Service Total Sales**

**THE MORE YOU KNOW (Music City Ballroom)**

Leave no stone unturned – we'll fill you in on new and available features you might not know about.

**Features Discussed: Analytic Dashboards**

**COFFEE FOR CLOSERS (Fisk)**

Learn all your reporting options and how to maximize opportunities to get the most mileage out of each vehicle you get your hands on.

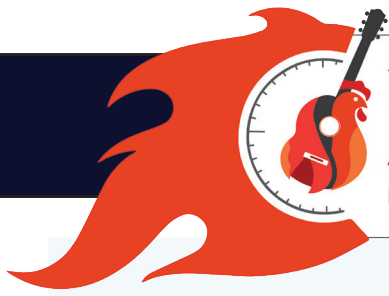
**Features Discussed: Sales Velocity, Dept Income, Penetration Reports**

**UNVEILING ANALYTICS (Belmont 1-2)**

Look beyond conventional data to reveal hidden insights and actionable intelligence about the parts side of your business.

**Features Discussed: Parts Management Report, Custom Parts Report**





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**THU  
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**3PM**

**CONVERSE WITH THE SERVICE EXPERTS (Grand Ballroom 2)**

There has been a lot of information over two days now is the time to **discuss what you have seen** and what you maybe didn't have a chance to discuss yet.

*Features Discussed: Daily Questions & Answers*

**CONVERSE WITH THE ACCOUNTING EXPERTS (Music City Ballroom)**

There has been a lot of information over two days now is the time to **discuss what you have seen** and what you maybe didn't have a chance to discuss yet.

*Features Discussed: Daily Questions & Answers*

**CONVERSE WITH THE SALES EXPERTS (Fisk)**

There has been a lot of information over two days now is the time to **discuss what you have seen** and what you maybe didn't have a chance to discuss yet .

*Features Discussed: Daily Questions & Answers*

**CONVERSE WITH THE PARTS EXPERTS (Belmont 1-2)**

There has been a lot of information over two days now is the time to **discuss what you have seen** and what you maybe didn't have a chance to discuss yet .

*Features Discussed: Daily Questions & Answers*





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FRI  
SEPT. 20

10AM

**MINDFUL MAINTENANCE (Grand Ballroom 2)**

Learn all about how Enhanced Maintenance Guides (EMG) are the key to next-level retail selling and retention, linking factory and dealer-recommended services.

**Features Discussed:** EMG/APS

**DATA INTEGRITY (Music City Ballroom)**

Clean data is essential for maximizing the power of v10 and simplifying your workflows – let us show you how!

**Features Discussed:** Merge Utility, Data Maintenance

**WHOLESALE INSIGHTS - PARTS (Belmont 1-2)**

Focusing on wholesale market opportunities, we'll outline ways to monitor relevant business trends in v10.

**Features Discussed:** Customer Sales Analysis

