

Automotive Aftermarket Resource Guide

PODCAST

June 2017
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Listen TO Learn Just One Thing!



Ron Inchausti

Ron Inchausti of Coast Motor Werk, has four locations in California and joins Carm Capriotto for a lively discussion on his business. Learn how a cardboard cutout, used as a customer target tool, has been a very powerful business tool for him. Ron realized how important goal setting is and how building your image and customer service culture will set your company on a plane that is hard to touch from any other competitor. Ron shares his accomplishments including why having a mentor made a huge contribution to his success and how it can work for you. [Episode 101](#) MAR 2016

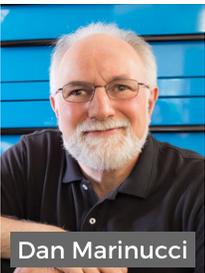
Service Professional



Doug Grills

Doug Grills, partner in Auto Stream Car Care, leads a 5 store service professional group in Maryland. Doug brought his base experience from their former positions with a fortune five company into the automotive aftermarket. Doug talks about getting a business coach early in their venture proved one of their smarter moves and how their move to paperless went and the impact it is making on their work flow The business includes gas, c-store, a subway franchise and automotive service.. [Episode 115](#) MAY 2016

Service Professional



Dan Marinucci

Dan Marinucci is the driving force behind Communique', an automotive training and communications company that, as its name suggests, delivers vital training information. He has written regular columns for two leading trade journals since 1989 and has been covering the auto repair industry since 1976. Learn what Dan observes while he visits shops and how many hours of training, he feels, a technician needs to have each year. Also discover his take on the technician shortage and who he feels should pay for training.. [Episode 142](#) AUG 2016

Trainer



Tech Talk

Three Top Diagnostics Technicians and Industry Trainers have an Illuminating Discussion on their Craft. Bob Heipp, Peter Landry and Matt Fanslow discuss the value of training. These guys expressed their feeling on engaging with peers and instructors, developing relationships from around the country, and the sheer admiration that they have for technicians that continue to learn and grow. Invest in understanding how these three professional technicians look at the industry. [Episode 206](#) MAR 2017

Technician Round Table

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