



# 2015 URG Training Conference

Over 50 Sessions again this year! Here are some of them!

Please check the URG website for session times & updates: [www.u-r-g.com](http://www.u-r-g.com)



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## April 30 - May 2

Inverness Hotel, Englewood, CO

**Keynote Speaker:**  
Susanna Gotsch  
Eric Richardson

### URG Training Sessions

**Which is most profitable, keeping vehicles longer to sell more parts or crush and buy more vehicles?**  
*Jim Counts*

**How to deal with conflicts with co-workers**  
*Rob Rainwater*  
*w/ Bishop's Auto Parts Inc., PRP*

**How to keep your team motivated**  
*DJ Harrington*

**Training for sales (management development)**  
*Terry Westedt*  
*w/Rydell Chevrolet, Inc.*

**Conflict resolutions with customers**  
*Rob Rainwater*  
*w/Bishop's Auto Parts Inc., PRP*

**Sales motivation is the key to successful selling**  
*Ryan Falco*  
*w/Midway Auto Parts, PRP*

**Telephone techniques that make money**  
*DJ Harrington*

**Setting up a Sales Hire for Success**  
*Jen Wilson*  
*w/Jencey Consulting*

**Inventory worksheet that leads into buying strategies**  
*Mike Kunkel*

**The NEW Auto Part Search.com site launch**  
*Michael Birnholz w/Sophio & Kristi w/URG*

**eBay Best Practices**  
*Bill Stevens*

**Pay for Performance: How to put your employees into business for themselves**  
*Dan Snyder*  
*w/Snyder's, PRP*

**Core Program from sales & production side**  
*Benji Steffes & Justin Lebahn*  
*w/Nordstroms Automotive Inc*

**Teams and Titles**  
*Amber Elenbaas w/Rebuilders Automotive Supply & Andrew MacDonald w/MaritimeAuto Parts*

**Mom & Pop Shops dealing with Large Competitors**  
*JC Cahill w/New England Auto & Truck Recyclers (NEATR), PRP*

**1 of 3: Effective & efficient ways to stack phone calls and process more orders per call**  
*Mike Kunkel*

**2 of 3: Qualifying the customer**  
*Bill Stevens*

**3 of 3: Role playing session**  
*Bill Stevens & Mike Kunkel*

**OSHA Audit Before, During, and After**  
*Mike James w/James Environmental*

**Start buying from the best source for powerstroke diesel engines**  
*Phillip Coe w/Karl Klement Ford*

**How to Build more customers/Grow Business**  
*JC Cahill w/New England Auto & Truck Recyclers (NEATR), PRP*

**Winning the Race: Innovative Marketing Solutions**  
*Jennifer Sherbo*  
*w/Best Salvage Inc*

**The Importance of website presence and digital marketing**  
*Ed Cilurso w/WEBIMAX*

**Insane HR issues that will give you nightmares and how to cut through the crap and deal with them**  
*Donna Galatas w/The Galatas Group*

**How to increase your net profit by processing vehicles that lose money**  
*Jim Counts*

**When opportunity knocks, don't listen**  
*Terry Westedt*  
*w/Rydell Chevrolet, Inc.*

**How to lower return rates**  
*Zach Horse*  
*w/H & H Auto Parts, PRP*

**Parts Trader and the Impact of the Online Supply Chain**  
*Jeff Helget w/B&R Auto Wrecking*

**Preparing to sell your full service autosalvage yard**  
*George Metos*

**Crank up your hiring mojo and find your crystal ball**  
*Donna Galatas w/The Galatas Group*

**Maximize your sales to CCC through URG's data tier program and data exceptions report**  
*Kristi Werner, Bob Jabjiniak and Tom Denton*

**Be smart, sell all your parts with URG PartsPRO**  
*Mark Brown & Matt Brown*  
*w/Brown's Auto Salvage, PRP*

**Are you earning what you are worth?**  
*Jennifer Sherbo w/Best Salvage Inc*

**Why planning and tracking deliveries with EZ Route will make you money**  
*Jim McKinney w/ EZ Route*

**Protect and take control of your data through URG's URGNet Control Center**  
*By Jim Counts*