

Mitchell1

PerformanceCenter

Mitchell 1 Shop Management Customer

Mitchell 1 PerformanceCenter is a bundle of services designed for busy shop owners that want to take their shop's profitability to the next level while getting more out of the Mitchell 1 Shop Management system. Advanced reporting and convenient software training are key features of Mitchell 1 PerformanceCenter.



Tim McDonnell
National Training Manager

Mitchell 1 is excited to present the PerformanceCenter as the primary software learning resource for Mitchell 1 Shop Management customers. Not only does Mitchell 1 believe the PerformanceCenter can lead to greater shop management software value, we also believe it can be a tool to easily measure your business daily progress.

Please visit the Mitchell 1 PerformanceCenter at **www.performancecenter.mitchell1.com**. For Mitchell 1 customers subscribing to one of our Business Performance Services, CRM or ServiceIntelligence, the PerformanceCenter service is included with that subscription. Your Mitchell 1 username and password for OnDemand5.com or other Mitchell 1 online products can also be used to login to the Members Only area of the PerformanceCenter.

Even if you're an existing Mitchell 1 Shop Management customer, PerformanceCenter provides you with the opportunity to get more benefit from your software without having to travel or spend time away from your business.

Because Mitchell 1 PerformanceCenter is a concept that will continue to improve and evolve, your feedback on the site is encouraged and appreciated. Please direct your comments to **PerformanceCenter@mitchell1.com**.

A handwritten signature in black ink that reads "Tim McDonnell". The signature is written in a cursive, slightly slanted style.

Tim McDonnell
National Training Manager

How PerformanceCenter Works

Mitchell 1 PerformanceCenter provides initial learning resources at no cost, plus additional ongoing training resources for a low monthly fee. Whether a new customer ultimately subscribes to the Mitchell 1 PerformanceCenter or not, this is the right place to begin. The complimentary side of the service provides those that are new to the management system software with two 30-minute "Program Essentials" modules necessary to understand the management product's flow and program settings. Also from the complimentary side of the PerformanceCenter is an opportunity for you to attend a "live" online product orientation presented by a Mitchell 1 product expert. By viewing these videos and attending the product orientation, you'll be taking the necessary first steps to ensure your success with the Mitchell 1 Shop Management product.



Mitchell 1 has made it easy to attend "live" training without the expense of traveling to far-off locations or the inconvenience of being away from your business. By using your Internet connection and telephone you'll be getting the information you need from Mitchell 1's product experts.



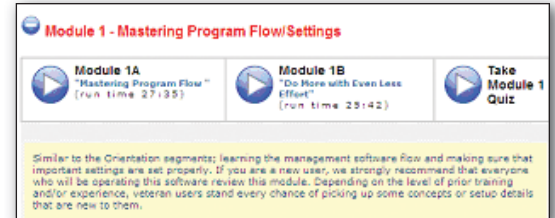
PerformanceCenter Orientation Webinars

Begin by registering and attending one of our PerformanceCenter Orientation Webinars. You'll learn about valuable PerformanceCenter features and how PerformanceCenter subscribers can register and attend weekly "live" management software training Webinars.



Learning Modules

Visit the PerformanceCenter's convenient Learning Modules that are available 7 days a week, 24 hours a day. These content rich tutorials are the result of our training department's years of experience. These high quality and easy-to-follow modules are divided into convenient 30-minute sections and can be completed for PerformanceCenter Certification.



	Historical Best June 1999
Gross Sales ?	\$70,167.61
Vehicle Count ?	204
Avg. Ticket \$?	\$343.96
Avg. Hrs. Per Ticket ?	2.39
Effective Labor Rate ?	\$52.12
Avg. Daily Sales ?	\$3,189.44
Avg. Vehicles Per Day ?	9.27



PerformanceCenter Advanced Reporting

Measure and track your business progress everyday with PerformanceCenter's Advanced reporting. PerformanceCenter includes a daily e-mail report that allows you to track your progress using more than 10 Key Performance Indicators (KPI's). Yearly and Monthly Comparisons are down to the very day that include Car Count, Average RO, Effective Labor Rate, and more. Additionally, when you login to the PerformanceCenter Web site you will see additional online reporting for your shop that is tied specifically to your unique login. This reporting will give you access from anywhere you have an Internet connection.

PerformanceCenter Certification








By completing the quizzes at the end of each learning module and requesting your certification, you'll receive official notice of your newly acquired Shop Management software certification.

Certificate



Patch



Product		Feature	Benefit
PerformanceCenter COMPLIMENTARY		Live Product Orientation Webinar via Internet and Telephone	Talk with the Mitchell 1 product experts to understand the best way to learn the product.
		Two - Program Essentials Learning Modules	Learn the Basics for getting started on the right foot
		Management Forum	Get your questions answered by product experts and interact with other Mitchell 1 Shop Management users.
PerformanceCenter SUBSCRIPTION		Registration for Ongoing Live Webinars delivered via Internet and Telephone	Weekly live access to product experts and advanced product knowledge.
		Twelve-- 30-minute Learning Modules (more being added)	Available 24/7
		Advanced E-mail and Online Reporting	Flexible and convenient tools for keeping up with your business progress.
		Manager / MangerPlus Product Certification Quizzes	Service Writers and Managers can take pride in their product knowledge by becoming Manager / ManagerPlus certified.

Mitchell1[®] PerformanceCenter

Learning Modules Include Easy Navigation And Audio Narration Of Management Software Features

Controls

Playback Controls Playback Position

Play / Pause / Stop

Table of Contents

- Introduction
- Demonstration
- 1: Select Customer
- 2: Select Order Items

Volume Control Time Elapsed

Learning Program Flow

Tech Worksheet: What was found

- 'AC Won't Cool' because...
- Freon is low - needs system recharge'
- Best way to fulfill service request**
- One-time parts & labor entry work?
- Estimator?
- Part Kits?
- Canned Jobs ←

Software Screenshot: Check Profit

Customer: Jones, John 2004 Chevrolet Impala LS (1MGRBES1) Home: 760-345-6789

	Sale \$	Cost \$	Profit \$	%
Laber	66.50	34.36	32.14	48%
Sublet	0.00	0.00	0.00	0%
Parts	17.24	12.24	5.20	30%
Misc.		1.68	5.99	5.99
Overhead		4.19	2.25	11.25
Totals	83.74	52.27	31.47	38%

Parts Labor Sub Total Mat. Mat. Supplies Tax Total

Service 17.24 66.50 83.74 4.00 0.06 1.48 90.00

Estimate 17.24 66.50 83.74 4.00 0.06 1.48 90.00

Learning Module Quizzes Measure Progress And Count Towards Certification

Multiple choice

Recommendations for repairs or maintenance needs are created and stored in the:

- A) Customer Screen
- B) Update Customer
- C) Order Screen
- D) History Screen
- E) Vehicle Screen

Question 10 of 19
Shop Management Software - Module Exam

Clear Back Skip Submit

Phone: 800.410.0529
Web Site: PerformanceCenter.Mitchell1.com

Mitchell1[®]
Business Performance Services