

**Industry Ace
Track**

Following are suggestions of workshops you may want to consider if you are an industry veteran and need assistance deciding what to attend. This should be viewed as guide and we strongly encourage you to look at the complete listing of workshops to ensure you don't miss any you want to attend.

Manager/Owner**Saturday, March 15**

- 1:00pm-2:00pm How Pie-Charts and Percentages Better Your Business
- 2:30pm-3:30pm Cash Flow Management: How to Have the Money When the Bill Comes Due
- 4:00pm-5:00pm Retail Revolution

Sunday, March 16

- 8:00am-9:00am M.E. Source – It's All for You
- 9:30am-10:30am Staffing: Sifting through the Stack
- 11:00am-12:00pm Acoustics Power Session Part 3: Management

Monday, March 17

- 8:00am-9:00am Acoustic Power Session Part 4: The Wrap-Up or Charting a Course for Marine Sales
- 9:30am-10:30am Image is Everything
- 11:00am-12:00pm Staying on Track with Training or MERA Sales & Scheduling – Real Solutions for Retailers

Tuesday, March 18

- 8:00am-9:00am Cash Flow Management: How to Have the Money When the Bill Comes Due
- 9:30am-10:30am Shopping for Savings
- 11:00am-12:00pm Benefit from Consumer Financing Programs

Sales/Marketing**Saturday, March 15**

- 1:00pm-5:00pm School of Sound (This is a 4 hour workshop)

Sunday, March 16

- 8:00am-9:00am Time is Money: Helping Your Customers Understand
- 9:30am-10:30am Turn Customer Calls into Store Traffic
- 11:00am-12:00pm Merchandising for the Complete Solution

Monday, March 17

- 8:00am-9:00am Acoustic Power Session Part 4: The Wrap-Up or Adaptable Sales Techniques
- 9:30am-10:30am Hit the Reset Button
- 11:00am-12:00pm Getting Your Customer Plugged In or The Specialist Advantage

Tuesday, March 18

- 8:00am-9:00am The Art of Advertising
- 9:30am-10:30am Overcoming Objections
- 11:00am-12:00pm Adaptable Sales Techniques

Installation Technicians**Saturday, March 15**

- 1:00pm-5:00pm School of Sound (This is a 4 hour workshop)

Sunday, March 16

- 8:00am-9:00am Acoustics Power Session Part 1: Installation
- 9:30am-10:30am Installation IQ: Getting the Job Done Right
- 11:00am-12:00pm Understanding Integration with Automotive Networks

Monday, March 17

- 8:00am-12:00pm Remote Start and Security Install Techniques (This is a 4 hour workshop)

Tuesday, March 18

- 8:00am-12:00pm Custom Integration Solutions (This is a 4 hour workshop)