

# PAVE

PROFESSIONAL AUTOMOTIVE VIRTUAL EDUCATION

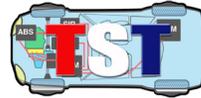
## PAVE TRAINING

Friday – Saturday, January 17 – 18, 2025

The Power of Joining Together!



AutoLeap<sup>®</sup>



### Kick-start your 2025 with the ULTIMATE VIRTUAL training event!

- Top trainers in technical, management, and collision
- 24 training sessions over 2 days
- All sessions available on-demand for 30 days, with training materials when available
- Certificate available upon request

### Professional Training for:

- Technicians
- Owners
- Managers
- Service advisors
- Collision professionals

### 2025 SPONSORS



### PAVE RAVES

"I was amazed by the virtual training platform and the live communication between teachers and attendees at PAVE. The trainers are leaders in their fields and were prepared with fresh new ideas, trends, and insight." – Micah Strom, Modern Collision Rebuild & Service, Bainbridge Island, WA

"PAVE Training had something for everyone—owners, techs, no matter what level of experience, and managers from both the mechanical and collision sides. Great education by some of the nation's greatest instructors. Being able to watch everything for over a month gave the opportunity to watch every topic on the list at your pace. Awesome learning experience without the need to travel and be away from family and work." – Ross MacPherson, MacPherson's Auto Service, Ontario, Canada

Online Registration  
Now Open!

Value Pricing: **\$129** per person

**PAVEtraining.com**



**REGISTER  
TODAY!**



January 17 – 18, 2025

Don't miss the ULTIMATE VIRTUAL training event! 253-676-9222

## FRIDAY, January 17

	PRESENTER	TIME (PST)
<b>MORNING</b>		
★ Presenting and Selling Diagnostics with Value	Dave Schedin	8:00am – 10:00am
★ Ringing in success: Elevate Your Phone Proficiency	Jimmy Lea	8:00am – 10:00am
★ Streamlining Workflow: Bridging the Gap Between the Service Counter and the Shop	Greg Marchand	8:00am – 10:00am
● A Streamlined Approach to Diagnostic Dilemmas	Brandon Steckler	8:00am – 11:00am
● All you Need to Know About Gasoline Direct Injection	Ryan Payne	8:00am – 11:00am
● Chrysler Network Communications & Gateways	Guy Vesco	8:00am – 11:00am
● Electric Class for the Technician	Pete Meier	8:00am – 11:00am
<b>AFTERNOON</b>		
● Efficient Work Order Management: Optimizing Repair Shop Operations	Mark Seawell	12:30pm – 2:30pm
● The Shop Owner's Job Description: From the Bay to the Boardroom	Joe Marconi	12:30pm – 2:30pm
● Air/Fuel Diagnostics	Kenneth Zanders	12:30pm – 3:30pm
● Ford EcoBoost Family of Engines	Guy Vesco	12:30pm – 3:30pm
● Modern Ignition System Testing	Ryan Payne	12:30pm – 3:30pm
● Pressure Waveform Acquisition and Analysis, From the Inside-Out	Brandon Steckler	12:30pm – 3:30pm

## SATURDAY, January 18

	PRESENTER	TIME (PST)
<b>MORNING</b>		
★ Confident Selling	Cecil Bullard	8:00am – 10:00am
★ The First interaction to a Lifetime Client – Mastering the journey from the first call to a loyal customer	Brittany Schindler	8:00am – 10:00am
● Advanced Driveability Diagnostics	Jerry “G” Truglia	8:00am – 11:00am
● AMPED on Diagnosing with Current: Unlocking the Mystery	Adam Robertson	8:00am – 11:00am
● Electrical Diagnostics Level 2	Ryan Payne	8:00am – 11:00am
● Modern Electronic Steering and Suspension Systems	Jason Gloria	8:00am – 11:00am
<b>AFTERNOON</b>		
★ The Importance of Relationships and Selling	Maylan Newton	12:30pm – 2:30pm
★ The Ultimate MAP Class (Mastering Advisor Presentations)	Mark Seawell	12:30pm – 2:30pm
● Diagnostics Planning: Shortcuts Cause You to Drive Down a Rabbit Hole	Josh Weaver	12:30pm – 3:30pm
● J2534 Programming	Ryan Payne	12:30pm – 3:30pm
● Tesla Service Essentials	Jason Gloria	12:30pm – 3:30pm
● The Bits & Bytes of Network Serial Decoding	Adam Robertson	12:30pm – 3:30pm

**8:00am – 10:00am (PST)****★ Presenting and Selling Diagnostics with Value****Presented by Dave Schedin • Sponsored by CompuTrek Automotive Management Systems**

This SEMINAR will EMPOWER your Service Advisors by demonstrating “HOW TO” create profitable diagnostics AND reduce the number of phone calls per job on average – by 3+ calls! PLUS – teach you HOW TO GET PAID for the diagnostics you’re doing but NOT getting paid for!

**VALUABLE TOOLS YOUR ADVISORS WILL LEARN**

- A toolbox of effective vocabulary every Advisor needs to present and sell diagnostics properly and profitably.
- Relational Selling Techniques – selling VALUE rather than price.
- How to BUILD, PRICE, PRESENT and SELL a VERY PROFITABLE Diagnostic Repair Order.
- How to use VALUE words to create a significant increase.
- The 3-PART VALUE PRESENTATION SYSTEM is designed to yield an average 3.5 – 4.0+ repair order.
- Most Advisors who implement and use the CompuTrek Value Presentation System earn back the seminar fees the first week and many, the first day!! These basics will jumpstart new VICTORIES and help move your company forward.

**★ Ringing in success: Elevate Your Phone Proficiency****Presented by Jimmy Lea • Sponsored by The Institute**

Embark on a transformative journey to redefine your phone skills under the guidance of renowned expert, Jimmy Lea from The Institute. Discover the secrets to crafting compelling value propositions and effortlessly setting appointments that drive business success. “Ringing in Success” isn’t just a course; it’s a game-changer in the realm of customer service. This immersive experience unveils the pivotal role of phone etiquette in shaping customer perceptions and driving business growth. In this electrifying course, you will delve into:

- **Harnessing the Power of the First 4.5 Seconds:** Learn to captivate your audience from the outset.
- **Overcoming Objections with Finesse:** Equip yourself with strategies to handle objections with confidence and grace.
- **Closing Mastery:** Unlock the secrets to boosting appointment conversion rates with effective closing techniques.
- **Pitfall Prevention:** Identify and avoid common pitfalls that sabotage your success.
- **Cultivating Advocates:** Transform inquiries into devoted advocates who champion your business.
- **Energized Engagement:** Discover how to infuse every interaction with excitement, enthusiasm, and genuine interest.
- **Value Creation and Objection Mastery:** Equip yourself with techniques to demonstrate value, overcome objections, and convert shoppers into loyal buyers.
- **The Art of Closing:** Learn when and how to confidently seal the deal, securing appointments that propel your success.
- **Strategic Engagement:** Identify opportune moments to nurture leads and elevate your service offerings.
- **Empowerment through Practice:** Hone your skills through real-world examples and practical exercises, ensuring seamless execution in any scenario.

Don’t miss this opportunity to elevate your phone prowess and unlock a world of untapped potential. Enroll now and revolutionize your approach to phone interactions for unparalleled success!

**★ Streamlining Workflow: Bridging the Gap Between the Service Counter and the Shop****Presented by Greg Marchand • Sponsored by ShopPros**

This class is designed to help service advisors streamline workflow and improve collaboration between the service counter and the shop floor. Attendees will learn best practices for writing accurate and comprehensive repair orders, setting realistic promised times, and managing work dispatch effectively. The session will cover strategies for integrating courtesy inspections into the workflow, prioritizing repair statuses, and leveraging electronic repair order systems to enhance communication and efficiency. By focusing on processes that increase shop productivity and reduce bottlenecks, advisors will gain actionable insights to improve operational flow, customer satisfaction, and team performance. Real-world examples and practical tools will be provided to help advisors implement these strategies immediately.

8:00am – 11:00am (PST)

### ● **A Streamlined Approach to Diagnostic Dilemmas**

*Presented by Brandon Steckler • Sponsored by DiagNation*

This class featuring Training Instructor Brandon Steckler, capitalizes on the technicians' ability to incorporate basic testing techniques with modern diagnostic tooling, and combine it with available service information to solve seemingly difficult dilemmas. All with ease and efficiency, regardless of the vehicle type. The essence of the class is built around the idea that if adequate service information is present, a thorough understanding of one's diagnostic tooling (and the tools' limitations ) as well as an understanding of the physics common to all vehicles system/components, ANYTHING can be diagnosed!

### ● **All you Need to Know About Gasoline Direct Injection**

*Presented by Ryan Payne • Sponsored by Garage Gurus*

Providing a comprehensive overview of GDI engines, this Clinic:

- Explores various engine operating modes (start-up injection, late injection, operating mode transition)
- Highlights issues related to the direct injection of gasoline into the combustion chamber
- Provides live demonstrations of diagnostic strategies!

### ● **Chrysler Network Communications & Gateways**

*Presented by Guy Vesco • Sponsored by NAPA Autotech*

Chrysler communication systems have changed significantly over the last few years. Specific diagnostic strategies, information and even equipment are needed to effectively service them.

Recommended for level A and B Technicians

- STAR connectors
- Security Gateway Modules
- Bus types
- Factory diagnostic subscription requirements
- Network topography
- Equipment needs
- Communication architecture
- Bus voltages and pattern diagnostics
- What actions need to be taken to have your equipment work with Chrysler?
- How do you register for full access to 2018 and later security gateway and modular equipped vehicles?
- What are the voltage differences on the Chrysler Bus systems?
- What are the multiple subscription requirements?
- Is your shop equipped to access the security of today's network-protected vehicles?

### ● **Electric Class for the Technician**

*Presented by Pete Meier • Sponsored by Dorman Products*

Through this hands-on training, you'll learn how to get the most out of your tools and equipment to find and repair electrical problems on HD vehicles instead of watching those expensive tools collect dust. Voltage drop tests, lab scope, and DVOM usage are all covered in the course.

**REGISTER TODAY!**

**PAVEtraining.com**

12:30pm – 2:30pm (PST)

### ● **Efficient Work Order Management: Optimizing Repair Shop Operations**

*Presented by Mark Seawell • Sponsored by The Institute*

Delve into the intricacies of work order flow within automotive repair shops. With a focus on minimizing inefficiencies and maximizing productivity, attendees will gain a comprehensive understanding of the step-by-step process involved in managing work orders effectively.

Through this interactive session and practical exercises, participants will learn how to design and implement a tailored workflow process suited to their specific repair shop needs. From receiving work orders to completion and delivery, this workshop equips owners, managers, and service advisors with the necessary tools to streamline operations and enhance customer satisfaction.

Key Topics Include:

- Identifying Bottlenecks: Recognizing common pitfalls in work order management and strategies for overcoming them.
- Standard Operating Procedures (SOPs): Developing SOPs for each stage of the work order flow to ensure consistency and efficiency.
- Workflow Optimization Techniques: Implementing best practices to facilitate smooth transitions between tasks and departments.
- Cost Reduction Strategies: Analyzing the financial impact of inefficient work order flow and exploring methods for minimizing wastage.
- Time Management: Techniques for prioritizing tasks and maximizing resource utilization to meet deadlines effectively.

Target Audience:

This course is ideal for automotive shop owners, managers, and service advisors seeking to enhance their understanding of work order flow processes and optimize their repair shop operations. Participants should have a basic familiarity with automotive repair terminology and industry practices.

Don't let inefficiencies slow down your repair shop—join us and revolutionize your work order management approach today!

### ● **The Shop Owner's Job Description: From the Bay to the Boardroom**

*Presented by Joe Marconi • Sponsored by Elite Worldwide*

We've all heard the phrase, "I wear too many hats, I'm overwhelmed!" The problem with most shop owners is that they don't have a clearly defined job description. Too often, their daily routine involves putting out fires, bouncing from bay to bay, and having their hands in every aspect of their business. This is exhausting and eventually leads to shop owner burnout.

There is a better way. In this course, I will outline your role as the shop owner, what you should be doing, and more importantly, the things you should not be doing. We will discuss how to delegate, how to manage your time effectively, and how to build a successful auto repair shop. You'll also learn how leadership will bring you closer to your employees, which is key to employee retention, high levels of production, and long-term growth.

Get your life back! Join me as I share the secrets of highly successful business owners!

12:30pm – 3:30pm (PST)

### ● **Air/Fuel Diagnostics**

**Presented by Kenneth Zanders • Sponsored by Dorman Products**

Despite similar appearances, air-fuel sensors are not the same. Learning how they work at a deeper level is critical to pinpointing faults related to air fuel delivery and emissions. Learn how the vehicle's personal emissions analyzer's function, affect fuel trims and fail—and how to repair them correctly.

### ● **Ford EcoBoost Family of Engines**

**Presented by Guy Vesco • Sponsored by NAPA Autotech**

Ford Motor Company has introduced its own line of smaller-displacement engines, the EcoBoost series, for its passenger vehicles and light truck applications. This course covers the entire EcoBoost family in detail.

Recommended for all levels of Technicians

- Review the principles of gasoline direct injection
- Reveal how twin turbochargers work
- Identify carbon and contamination buildup and its effects
- Identify fault causes and proper correction/resolution procedures
- Describe the EcoBoost's unique cooling system
- Perform diagnostics for lack of boost and DTC P0299 issues
- Perform diagnostics for crank cam correlation DTC P0016 issues
- What makes an engine "EcoBoost"?
- What effect does carbon buildup have?
- Can we just do a standard carbon clean?
- Do these engines have timing chains or belts?

### ● **Modern Ignition System Testing**

**Presented by Ryan Payne • Sponsored by Garage Gurus**

Ignition system operation can vary from vehicle to vehicle. In this clinic we will review various ignition coils and system types and discuss what methods can be used for proper diagnosis and testing.

This Clinic:

- Explains how to validate the ignition system is working properly using a scan tool and a DSO (digital storage oscilloscope)
- Reviews misfire detection strategies used by manufacturers
- Identifies CKP (crank sensor) and the CMP (cam sensor) relationships

### ● **Pressure Waveform Acquisition and Analysis, From the Inside-Out**

**Presenter Brandon Steckler • Sponsored by DiagNation**

Course objective is to take the pressure-transducer novice to a whole new level. The goal is for someone with lab scope/engine mechanical operation knowledge, to gain the ability to capture pressure waveforms (from the intake manifold/tailpipe and in-cylinder) and be able to use the information to make diagnostic-decisions. The course will cover transducer functionality with both absolute transducers as well as delta transducers. It will touch on the benefits and characteristics of both types of transducers and how they can be used to gain an edge. A diagnostic approach will be carried out using real world examples and actual case studies from my own library. Attendees leave with the confidence to invest in the tooling to perform pressure testing and analysis. This helps to improve accuracy and efficiency in non-intrusive mechanical testing.

**8:00am – 10:00am (PST)****★ *Confident Selling******Presented by Cecil Bullard • Sponsored by The Institute***

In this class students learn what the business needs to do to earn a fair profit, why it is important to have financial balance, and how they hold the financial success of the business in their hands. They learn the costs of emotional discounting and how to overcome them. We discuss the effect that a bad attitude can have on the business, its clients, and themselves. Students also learn how their actions can improve results or ruin them.

We talk about the 10 biggest mistakes that many service advisors make and how to overcome, as well as 15 rules for writing service that (if followed) will make their job easier and them more successful.

Students learn what we sell, and what their most important job is, which will help them stay focused, better serve their client, and improve the profits of the company.

We go through personality profiling and body language and how to use each to make the client feel better understood and more comfortable, while purchasing more.

We cover phone shoppers, closing, and how to build value in our products. Students learn their unique selling proposition and how to use it to answer client questions, build more value in our products and close more sales. Students also learn a simple 6 step process to manage better that if followed will make their work more enjoyable while increasing the productivity of the team.

This is an intense sales class that will greatly improve the results of those that attend.

**★ *The First interaction to a Lifetime Client –  
Mastering the journey from the first call to a loyal customer******Presented by Brittany Schindler • Sponsored by ATI***

This class explores the complete customer journey, from the initial phone call to building a lasting relationship. Learn essential strategies to convert inquiries into loyal clients through effective communication, follow-ups, and exceptional service practices that foster trust and retention.

**8:00am – 11:00am (PST)****● *Advanced Driveability Diagnostics******Presented by Jerry “G” Truglia • Sponsored by Dorman Products***

This class uses a diagnostic approach using many different tools from a DVOM to a labscope, but more importantly provides an understanding of how component work. Testing using advanced techniques and tools to assist in finding the hard problems.

**● *AMPED on Diagnosing with Current: Unlocking the Mystery******Presented by Adam Robertson • Sponsored by DiagNation***

The great thing about diagnostics is that there is always something to learn about electricity and electrical measurement. Like, just how VALUABLE using current in diagnostics really is.

You want to find out HOW valuable? Then attend this awesome PAVE class!

In this 3-hour PAVE Virtual class, we cover the physical reasons why it is a very important part of diagnostic efficiency to include current (amp) testing when checking circuits of all kinds in the automotive platform. We key in on physical law and waveform signatures to visualize the circuit.

Consider that using current in diagnostics can at times be used to avoid HOURS of voltage, power and ground testing, and prepare for Adam to bend your mind with some incredible diagnostic routines using current to track down faults quickly and accurately.

**SATURDAY, January 18, continued...**

## ● **Electrical Diagnostics Level 2**

**Presented by Ryan Payne • Sponsored by Garage Guru**

In this clinic we will focus on applying electrical theory to vehicle diagnostics. DM (digital multimeter) tests are demonstrated on various sensors and components.

This Clinic:

- Discusses how to test and measure duty cycle outputs
- Defines testing procedures for 2 and 3 wire modules
- Explains how to test amperage draw on DC motors and other circuits

## ● **Modern Electronic Steering and Suspension Systems**

**Presented by Jason Gloria • Sponsored by NAPA Autotech**

With the advent of Advanced Driver-Assistance Systems (ADAS), steering and suspension systems are now integrated into the broader scope of safe vehicle operation through computer monitoring and correction. Understanding how these systems integrate, operate, and are diagnosed, will be instrumental for a profitable shop.

*Recommended for Shop Owners, Service Advisors, and all levels of Technicians*

- *In-depth view of these systems*
- *Using scan tool and scope diagnostics*
- *The power steering control module's place on the information Bus*
- *Coverage of proper resets and calibrations*
- *Differentiate various systems: pneumatic, magnetic, and hydraulic*
- *How would these systems and the service of these systems affect ADAS?*
- *Are you aware and equipped to perform the latest service resets?*
- *Do you know how to properly test to prevent unneeded component replacements?*

**REGISTER TODAY!**



**PAVEtraining.com**

**12:30pm - 2:30pm (PST)**

★ **The Importance of Relationships and Selling**

**Presented by Maylan Newton • Sponsored by Educational Seminars Institute (ESI)**

Improve customer satisfaction while increasing sales by moving from a transactional-based business model to a relationship-based one. A significant body of social science research supports the idea that people buy from people they like. When you have a strong relationship with a customer, you tend to have more influence over that customer.

★ **The Ultimate MAP Class (Mastering Advisor Presentations)**

**Presented by Mark Seawell • Sponsored by The Institute**

Led by expert instructor Mark Seawell, “The Sales MAP” empowers shop owners, managers, and service advisors with the skills to deliver impactful presentations that drive sales and foster client trust. This workshop guides participants through a step-by-step process to craft presentations that are relational, value-driven, and establish the advisor’s credibility. By focusing on building trust, demonstrating value in offered services, promoting preventative maintenance, overcoming objections, and projecting confidence, attendees learn how to create presentations that resonate with clients and lead to increased sales success.

Key Topics Include:

- **Building Trust with Clients:** Strategies for establishing trust through genuine interactions and transparent communication.
- **Showing Value in Offered Services:** Techniques for highlighting the benefits and value of recommended services to clients.
- **Selling Preventative Maintenance:** Educating clients on the importance of preventative maintenance and its long-term benefits.
- **Closing Sales and Overcoming Objections:** Skills for confidently closing sales and addressing client concerns or objections.
- **Displaying Confidence:** Methods for projecting confidence and expertise during presentations to inspire client confidence.

Join us and unlock the secrets to crafting presentations that build relationships, instill trust, and drive sales in your repair facility!

Upon completion of the workshop, participants will receive a certificate recognizing their mastery of advisor presentations and their dedication to maximizing sales potential in the automotive repair industry.

**12:30pm – 3:30pm (PST)**

● **Diagnostics Planning: Shortcuts Cause You to Drive Down a Rabbit Hole**

**Presented by Josh Weaver • Sponsored by Dorman Products**

Don’t lose time with an uncertain diag approach. Our eight-step diagnostic sequence gets you on track quickly – right on your initial test drive.

● **J2534 Programming**

**Presented by Ryan Payne • Sponsored by Garage Gurus**

This clinic will discuss the hardware and software requirements needed for vehicle module programming.

The instructor will discuss:

- Computer requirements
- Different types of Programming tools
- Battery chargers vs maintainers, and the importance of using the correct one
- Live module programming walkthroughs

**SATURDAY, January 18, continued...**

## ● **Tesla Service Essentials**

**Presented by Jason Gloria • Sponsored by NAPA Autotech**

A Tesla may be an EV with some peculiar differences from the other vehicles we work on every day, but there are quite a few similarities as well. It still has hydraulic brakes, rubber tires, and a 12-volt system that does virtually everything that doesn't provide the electrical power to propel the vehicle.

In a word, if you're already servicing hybrids and other EVs, Teslas aren't much different; that being said, there are some things that technicians need to learn if they are going to perform essential services on these vehicles.

There will be over 2.5 million Teslas on the road as of late 2021; if your shop isn't ready to handle them, now is the time to turn this issue into an opportunity.

Recommended for all levels of technicians.

- Safety practices
- Electrical procedures
- High voltage disconnects
- Service mode
- Proper lifting procedures
- Tesla service information & diagnostic software
- Cooling the battery and powertrain
- Service reminders
- 12V battery replacement
- Tesla differences with:
  - Brakes
  - Tires
  - Steering and suspension
  - Alignment
  - Headlights
  - Climate control
- Can your shop service Teslas?
- What services can your shop perform?
- What specialty tools will you need?
- How can you stay safe working on these cars?

## ● **The Bits & Bytes of Network Serial Decoding**

**Presented by Adam Robertson • Sponsored by DiagNation**

In this 3-hour extension of the Network Nightmares Series, we will introduce the attendee to the concepts and techniques used to perform serial decoding analysis on network waveforms, with a focus on protocol measurement and decoding for the purpose of isolating gnarly intermittents or unexplained fault isolation in the network.

This class is for the techs who currently have an understand of network diagnostics (THIS IS NOT a basic CAN class) and diagnose CAN and other networks with a lab scope, and want to expand their skills to go deeper into bits, bytes, protocol analysis and decoding required to quickly and effectively diagnose rule-breakers and module faults, bus hogs and offenders that cause mayhem in automotive networks.

Have your Pico or TiePie scope plugged in and ready for this one!

**REGISTER TODAY!**



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