

## Remarkable Results....what we all strive for

Now you have an opportunity to learn from those who have achieved remarkable results and success and it is **totally free!**

I want to introduce you to a website that features over a hundred podcasts, with new ones added weekly, that feature individuals in our industry that have achieved remarkable results in their business. They are primarily interviews with installers who have achieved amazing results. They explain what they have done to achieve such success while their competition struggles or has failed. Today is a different business world. Understanding how today's younger generation of installers think is critical to any jobber.

They are quite clear as to what they want in a parts supplier. Every jobber can benefit from listening to these podcasts. There are also just good unique ideas about business in general that you will benefit from by listening. After you have spent some time with these podcasts, it would be to your benefit to encourage all of your independent installers to listen to them as well. They will always come away with at least one good idea, not to mention some inspiration. And who benefits from that? You, as his parts supplier, may well benefit from his new found ideas and inspiration. The best part is that it is free for all those that are willing to listen and learn.

Now since many of you are baby boomers or close to it in age, we better explain what a podcast is. Simply put it is a definition from 10 years ago when an iPod and a broadcast were joined to create "Podcast". Today listening is so easy. Listen to the Remarkable Results website, on any smartphone, Apple iTunes and Google Play Music, among others. Subscribing to a podcast service puts every new episode on people's smartphones automatically. You can listen while commuting in your car over Bluetooth, while exercising, working, cutting the lawn...you get it. I know this is a lot of today's technology we are talking about, but they say that if you don't keep up with today's technology, the world will pass you by. In business today, you certainly can't afford for the world to pass you by.

This podcast was created by one of the long time officers and directors of our Association, Carm Capriotto. I am sure many of you know or have met Carm over the years. After a remarkable and successful 35 year career in the automotive aftermarket, Carm set out to do something that had never been done before. He created this incredible tool so everyone in the aftermarket can get insight into the service professional. Each week there is a new interview with a service professional and a new interview with an industry thought leader.

Carm has always been focused on jobber/distributor salespeople having as much knowledge as possible on the needs of the service professional. These podcasts should be a must listen for you as the owner, but also for your inside and outside salespeople as well. It will help you convince your professional installer customers the benefit of them signing up and listening on a regular basis. If it helps them grow their business, you will be the beneficiary. All of this is absolutely FREE!

In this highly competitive and rapidly changing automotive aftermarket that we work in today, you need all the tools and help you can get. We don't know where you can get more pertinent information about our industry and the customers you serve than at Remarkable Results.

If you are receiving this in electronic form, just download the attachment. At the top, just click on where it says "remarkableresults.biz" and it will take you to the website where you can then simply sign up to listen and learn. If you are receiving this in print form, just type [www.remarkableresults.biz](http://www.remarkableresults.biz) in your browser. We hope this will become a great educational tool for both you and your customers. Why wait? Check it out today!