



CARM CAPRIOTTO, AAP

Connecting people that care about
building a stronger
automotive aftermarket.

Speaker / Media Kit

podcaster | speaker | facilitator

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“ **PURPOSE:** Connecting aftermarket professionals willing to share their wisdom so we all rise to new levels of success.

With all the noise in your life, RRR grounds you in the context of the aftermarket. We are creating important dialogue to help you tackle our industries challenges head on. ”



“You did a fabulous conversational interview, it covered a lot of ground but also went really deep in what I consider the most essential things, so you’ve got a gift.”

Tom Ziglar, President, Ziglar, Inc.

THE BIO: CARM CAPRIOTTO, AAP

Carm Capriotto is a career member of the automotive aftermarket. His experience on the jobber and distribution side of the industry kept his focus directly on the service professional. He held many roles, from company president to executive positions in store operations, systems and sales.

- Carm admires the extremely successful service professional. “There is an entrepreneurial spirit there that makes them stand out.”
- As the premier aftermarket podcaster, the ‘Voice of the Aftermarket’, he has not only spotlighted personal stories of achievement of service professionals, he has interviewed aftermarket business coaches, trainers, technicians, educators, students, association executives and female shop owners. Carm says ‘It’s like 60 minutes meets NPR’.
- Along with two new podcasts each week, he hosts a single subject Town Hall Academy. The forum is lead by aftermarket industry colleagues and is broadcast live on Facebook and repurposed as a seminar.
- In January 2019 Remarkable Results Radio Podcast hit the 400th episode milestone. With the Town Hall Academy and the For The Record Podcast the content library has over 530 episodes.
- Carm was honored with the Mort Schwartz Excellence In Education Award from the Auto Care Association in a presentation in September 2017 in San Francisco, CA.



Bill Hanvey, Auto Care President and CEO presenting Carm Capriotto the 2017 Mort Schwartz Excellence In Education Award.



Steve Ford representing the Motor Press Guild presents Carm Capriotto the MPG ‘Audio of the Year’ honor for episode 172 on ‘The Mustang Man’, Giuliano Zuccato

THE SPEECH FORMATS

Town Hall Academy	9 Top Success Strategies Gleaned from the Pro's	Present and Future Trends
<ul style="list-style-type: none"> • Carm will bring the Town Hall ACADEMY format 'LIVE' to your event. • The goal is to give your conference members the kind of information they need to improve their business acumen, gather new ideas and discover new insights or strategies. • The presentation includes a short summary of the aftermarket's premier podcast and an overview of the latest trends. This content will affirm that your members are effecting their strategies in the right direction. • The LIVE Q & A forum, with Carm acting as moderator, facilitator and host will engage your members into the conversation. • OPTION: The presentation can be recorded with the possibility it becomes a podcast episode. Your participating members will enjoy hearing the session again and the industry will hear the important topics being discussed at your conference. If this is a private function it is understood that there is no recording. 	<ul style="list-style-type: none"> • Keynote • Carm will present success strategies not only from service professional interviews but from business coaches, industry thought leaders, trainers, technicians, and educators. • Aligning business success strategies, gleaned from hundreds of interviews, will provide powerful ideas and insights to affirm your members direction. • Your members will affirm these top strategies, from an industry cross section and high profit shops. 	<ul style="list-style-type: none"> • This format opens a dialogue to bring your members the trending 'talking points' from top service professionals, business coaches, trainers and technicians. Your members will receive a review of the top trends to help them in their business plans. • From paperless, to digital vehicle inspections, improved business culture, emerging technologies, marketing and changing business models • Business will be done differently in the future. Are your members prepared? • Can be a Keynote.
<p>The Academy format is for any sized aftermarket venue to include association, group conferences or focus groups.</p>	<p>Large to small events of all aftermarket leadership venues.</p>	<p>Large to small events of all aftermarket leadership venues.</p>



The Industry Talks

“Carm Capriotto has brought the movers and shakers in the aftermarket together through his weekly podcasts to speak openly about their personal and business insights and experiences. This has been absolutely invaluable to the listeners in assisting them with their business and personal development as they learn from the top 2% of the industry. No format like this exists anywhere in the aftermarket that is so well respected.”

Bob Greenwood , AAM

President and CEO of Automotive Aftermarket E-Learning Centre Ltd, AMi Approved Instructor, Recipient of Northwood University Automotive Aftermarket Management Education Award



In a profession so greatly divided and independent, Remarkable Results Radio Podcasts are helping to unite the industry. Listeners who think they are alone, or their problems are unique, get to hear from others that many of the issues they are facing are universal.

Rick Escalambre

Instructor Skyline College, Past President of California Automotive Teachers, Member of NASTF Education Committee, Vision Educator of the Year, Member of Vision Educators Think Tank

The perfect format, the perfect content. That’s how I would summarize the Remarkable Results podcast. The mobility industry has so many platforms for information; web, video, press release, blogs and social, but none of those can be used in our cars! How crazy is it that an industry founded in transportation provides few options for information like Carm Capriotto and Remarkable Results Radio. The knowledge, wisdom and thought provoking discussions are a “must listen” each week. And guess what; they work just as well listening at the office, at the gym as they do on the road.

Brent Berman

Director of Training Federal-Mogul Motorparts



The Industry Talks



Remarkable Results Radio has taken a fragmented industry with isolated talent and united them into one force to improve and enhance the Aftermarket Industry. By capturing the knowledge and experience of so many professionals we are more prepared to tackle the issues facing us every day and into the future.

Dwayne Myers

Owner Dynamic Automotive

2017 World Class Auto Care/ ASE technician of the year. Vice Chair of CCPN



I have had the opportunity to participate live on the podcasts and also listen in when industry leaders are speaking. The podcasts are another tool in the toolbox to make running an auto repair and service center more effective.

Dave Kusa

Owner, Autotrend Diagnostic

San Francisco, CA

President of ASCCA



It wasn't that many years ago, that people were very protective of what they know or how they might share it. Your podcast has blown the doors open on that and gives people a venue for being willing to have the new 'openness' about sharing their knowledge, experience and ultimately help others. You've done a phenomenal job and I hope the larger group of the industry can appreciate your work and the ground that you are breaking with the podcast.

Bill Haas

Hass Performance Consulting

Excerpt from 200th Episode Retrospective



**REMARKABLE
RESULTS**RADIO
Automotive Aftermarket Wisdom



**“People don't buy what you do; they buy why you do it.
And what you do simply proves what you believe.”**
Simon Sinek

**BOOK CARM FOR YOUR CONFERENCE TODAY.
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