



**For Immediate Release**  
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## **Kingpin University Uses KnowledgeFest to Kick Off 4<sup>th</sup>-Quarter Training**

*Robust show presence precedes 4 diverse, hands-on training sessions in Las Vegas*

**LAS VEGAS—September 11, 2022 (MEDIAWIRE)** — Kingpin University celebrated a high-value show presence at the latest KnowledgeFest exhibition and conference for the mobile electronics industry, held August 26-28, 2022 in Dallas. In addition to showcasing new product and hosting a series of training sessions on technical expertise and business growth, the company announced its fourth-quarter schedule for in-person, hands-on training at its Las Vegas campus.

Students attending the upcoming Next-Level Fabrication course on September 21 will have the unique experience of building a car destined for the show floor. Kingpin University's award-winning Rat Rod, a 1928 Hudson Essex Super 6, will be featured in the Diamond Audio booth at the Specialty Equipment Market Association (SEMA) show, November 1-4 at the Las Vegas Convention Center in Las Vegas. Students will assist with system design, panel architecture, enclosure fabrication and wiring. In addition, participating attendees will receive credit with their names on the builder board during the show.

Sales professionals and store personnel who want to better understand the sales process will benefit from the DNA of a Sales Pro class session, October 15-16. The class studies the traits and habits of successful sellers in different industries and applies them to the customer-focused duties of the mobile electronics professional. Instruction includes customer outreach through phone, email and social media, proven listening and qualifying tactics, selling high-margin accessories, online-to-in-store transition and more.

The Mastering the Motorcycle Market course is designed for stores that see the viability of specialty transportation as a profit center. The two-day session, October 29-30, spans the gamut of the category, from understanding the culture of the rider, specifics and limitations of motorcycle integration and popular enhancements, all the way to system design and fabrication.

Automated fabrication is becoming a larger component of the car audio facility workday, and the Master Laser Class – Hands-On with Robots, November 11-13, is intended to teach shops to use laser-cutting technology to its fullest effect. The session covers the components of a laser cutter, use of drawing software to create the cutting patterns, materials selection, safety measures, system maintenance and upgrades, and most important, the timesaving and style-enhancing benefits of laser precision.

“From talking with retailers and installers at KnowledgeFest, we’re seeing shops transition from the COVID / post-COVID boom to the normal market forces that impact retail seasonally,” said Jason Kranitz, principal instructor at Kingpin University. “Stores can maximize their time during the pre-holiday period with professional training specifically designed to add revenue-generating capability to every in-store professional. The four classes we’ve selected provide instruction on category opportunities, skills

enhancement and improved efficiency. Like our KnowledgeFest experience, we are excited to share our insights with our peers and look forward to each teaching opportunity.”

For more information on class schedules, accommodations and pricing, please visit [kingpinuniversity.com](http://kingpinuniversity.com).

**Image:** <https://mwi.re/KPU-KFest22>

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