

## Someone You Should Know, Mitchell I

# Bill Elwell, Sr

BY DAN WILLIAMS, SR.  
DIRECTOR, SALES OPERATIONS, MITCHELL I

This year, Bill Elwell Sr. celebrates his 35<sup>th</sup> anniversary as an Independent Sales Representative for Mitchell I. Bill has seen many changes occur in the automotive repair aftermarket over the past 35 years. “The biggest change centers around shop management”, Bill said. “Today, a shop owner must know how to manage his business or he will go out of business.” Bill’s personal change occurred when he successfully made the move from selling books to selling software. According to Bill, the biggest difference between selling books and selling software is the call that comes from the customer. “When a book customer would call me, it was because he wanted to buy an update. Today, when a customer calls, it is quite often because his computer has stopped working!”

Bill has enjoyed many great years of selling Mitchell I products, but his greatest moment was the first time he sold \$1000 of Mitchell I product in a single day. “It was during the book selling days” Bill explained. “Today, selling \$1000 worth of software is not very impressive. But back then, selling books at \$29 an update, you had to move a lot of books to reach \$1000.” Prior to becoming a successful Mitchell I Independent Sales Representative, Bill owned a successful business designing and creating dry flies for the fly fishing industry. In fact, Bill himself designed a dry fly that was once highlighted in the classic outdoor magazine, *Field and Stream*.

In 1979, Bill introduced his son Bill Jr. to the Mitchell I family. Together, the dynamic duo of Bill Sr. and Bill Jr. has been providing sales and service to shop owners throughout the New England states for a combined 66 years.

Thank you Bill Elwell for your continued dedication to Mitchell I and the customers you serve

