

Automotive Service Professionals



Automotive Service Association-Midwest St. Louis Area

Now serving Missouri, Kansas, Iowa, Nebraska, Arkansas and Oklahoma

SEPTEMBER

Marketing 101: Back to the Basics

Presented by: Ron Haugen, Westside Auto Pros

Training & Dinner Provided by:  FMP
FACTORY MOTOR PARTS

Many of us, my self-included, grew up in this industry or went to school to become technicians. Few if any have education in marketing. Often times when business gets slow we throw money at something we put together last minute and never really know if it worked. What is marketing? Direct mail? Television? Website? A hook on the back or the restroom door? It is all the above and much more.

This workshop is designed to educate you on what marketing and branding is. We will learn about the 7/2 branding rule. Discuss retention, acquisition, and branding. You will learn what a good return is as well as how to track results. We will also explore many ideas, proven and used in the presenter's own shop, that are low cost and can be done internally. These are proven ideas that fit most budgets. Don't let your competitors get a leg up on you, attend this seminar WITH them.

Tuesday, September 12, 2017

6:00 - 9:00 pm

LOCATION:

Factory Motor Parts
11109 Lindbergh Business Ct
St. Louis, MO

\$25 for ASA-Midwest Members
\$30 for non-members
Includes dinner & training

RSVP BY September 5th

OCTOBER

Tuesday, October 10, 2017

6:30 - 8:30 pm

\$25 for ASA-Midwest Members / \$30 for Non-Members

Exclusive Hands-On OSHA Training

This hands-on OSHA training is designed for shop owners and managers to take a tour of an ASA-member shop to identify safety issues and possible OSHA violations.

Advanced Auto Service

6123 Gravois Ave
St. Louis, MO 63116

NOVEMBER

Tuesday, November 7, 2017

6:30 - 8:30 pm

\$25 for ASA-Midwest Members / \$30 for Non-Members

Membership Benefits

Join us for this informative meeting designed to help you discover opportunities ASA-Midwest has available to help support you and your business!

Forest Park CC - G014B

5600 Oakland Ave.
St. Louis, MO 63110

For more information and to register, visit www.ASA-Midwest.org/members

Registration Form

Company: _____ Phone: _____

Credit Card : _____ Exp. Date: _____

Name on Card: _____ CVC Code: _____

Billing Address: _____ Zip: _____

Select the event(s) you'd like to register for

	Sept	Oct	Nov
Attendee: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attendee: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attendee: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Fax to 816.817.2260, or call ASA-Midwest at 816.781.5801

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