



Automotive Service Association-Midwest Kansas City Area

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

APRIL

Increasing Car Count

Presented in person by Jim Saeli with Management Success



Every day, shop owners spend thousands of dollars on marketing but they still struggle with low car counts. While marketing is a key component in bringing this number up, it's what happens after the customer contacts your shop that really counts.

In this informative one-hour presentation, Management Success Senior Consultant, Jim Saeli, will share valuable information on how to improve your shop's car counts. During this session, you will learn how to:

- Design an effective marketing plan
- Develop and implement systems that will increase customer traffic
- Use social media to establish brand recognition
- Property train your advisor and techs on delivering and handling customers
- Retain "customers for life" and use these relationships to gain referrals

CHAPTER ELECTIONS COMING IN MAY 2017

Tuesday, April 18, 2017
6:30 - 8:30 pm

LOCATION:

The Grid - Room B
12022 Blue Valley Pkwy
Overland Park, KS 66213

\$25 for ASA-Midwest Members

\$30 for non-members

Includes dinner & training

RSVP BY April 14th

MAY

Tuesday, May 16, 2017
6:30 - 8:30 pm

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

Tires - There's More Than Meets the Eye

Even if you don't sell tires at your facility, you could still be liable. Come join us to learn about how to protect yourself and your customer when it comes to the safety of tires.

Topics discussed are policy/procedure on checking tires, insurance coverage gaps that leave you exposed, necessary disclaimers, release of liability, and much more. Don't miss this opportunity to reduce your exposure, increase your customer safety and satisfaction, and educate you customers. Register today!

V's Restaurant
10819 E US Hwy 40
Independence, MO 64055

JUNE

Tuesday, June 20, 2017
6:30 - 8:30 pm

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

OSHA Hands on Training presented in person by Todd Sielman

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. Scenarios will have been set up to provide attendees with a real-life learning opportunities.

Retired OSHA representative, Todd Sielman, will lead us in training to discuss solutions to make your shop safer and avoid fines.

Attendees will also learn more about the new ASA-Midwest online training that will be available for your employees to receive their required annual training free for all ASA-Midwest members.

Eilenberger's Automotive, Inc.
7625 Metcalf Ave.
Overland Park, KS 66204

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

	Apr	May	June
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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