

Automotive Service Professionals



Automotive Service Association Midwest

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

Automotive Service Professionals Online Training Academy

Wednesday, October 26, 2016

7:00 - 8:30pm



The Secret Sauce

By Carrie-Lynn Rodenberg

How to STOP the Cycle of Insanity and START Attracting Your Ideal Customer

Have you ever felt like you've tried your hardest, and yet the "fish still aren't biting"? Have you ever been frustrated because you feel like you are offering great deals and doing everything you can to attract great customers, and yet you aren't getting the response you thought you would? The truth is, often times, we don't understand exactly who our best customers really are and what they really want. Join us as we discover what is missing, and the small changes you can make right now that will have a huge impact on your shop's bottom line. It is all about understanding exactly WHO your "decision maker" is, and WHAT that person cares about. We will discuss the specific things to offer, say, and advertise that will get your ideal customer's attention and draw them to your shop. You will leave knowing exactly how to talk to, market to, and sell specifically to your best customers so your car count and ARO increase. We will touch on everything from social media, to mailers, to answering the phone, to setting up your shop - all with your prospect in mind and what you need to do, step-by-step, to start seeing better results!

\$25 for ASA-Midwest Members
\$30 for Non-Members
After registration, login information will be provided to you via email.

Registration Form

Company: _____ Phone: _____

Attendees: _____

Email: _____

Credit Card : _____ Exp. Date: _____

Name on the Card: _____ CVC Code: _____

Billing Address: _____ Zip: _____

Fax to 816.817.2260
Or call ASA-Midwest at 816.781.5801

You may request the sender not to send future faxes to your fax machine by calling 866.205.9658, ext 60940 or faxing 816.817.2260 and identifying the number of your fax machine. InfoFax distributed by ASA Midwest—www.asa-midwest.org
ASA Midwest* 244 W Mill St, Ste. 105* Liberty, MO 64068