

Automotive Service Professionals



Automotive Service Association Midwest

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

Lincoln Area Automotive Service Professionals

Wednesday, June 21, 2017

6:00 - 9:30 pm

Selling Techniques

presented in person by Barry Barrett



LOCATION:

Cornhusker Bank

8310 O St.

Lincoln, NE 68510

ASA-Midwest members - \$50

Non-Members - \$75

Includes dinner & training

RSVP by June 16th

Most technicians and service advisors understand the technical aspect of a vehicle at a level 9-10. The problem is that the service advisor thinks a customer understands at a level 5-6. The truth is that customer understands the technical aspects at a level two! This disconnect in the understanding of the vehicle puts the customer in fear mode, and therefore they do not make good choices.

In this class Service Advisors will learn to communicate by using level two selling techniques that will help put customers at ease and improve relationships, so they will make better decisions regarding the care of their vehicle which will lead to higher sales and therefore more profits.

Registration Form

Company: _____ Phone: _____

Attendees: _____

Credit Card: _____

Name on the Card: _____

Exp. Date: _____ CVC Code: _____

Billing Address: _____ Zip: _____

Fax to 816.817.2260

Or call ASA-Midwest at 816.781.5801

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