

Automotive Service Professionals



Automotive Service Association Midwest

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

Northwest Arkansas Area Automotive Service Professionals

Tuesday, September 13, 2016
6:30 pm - 8:30 pm



The Secret Sauce by Carrie-Lynn Rodenburg, TurnKey Marketing

LOCATION:

AQ Chicken House
12070 N Thompson
Springdale, AR 72764

ASA members - \$25

Non-Members - \$30

Includes dinner & training

RSVP by September 7th

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. And yet, we continue to do the same things over and over - and expect different results...Which is the definition of insanity! 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!

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



Coming Soon to
Northwest AR:

OCTOBER 11
Details Coming Soon!

NOVEMBER 8
Details Coming Soon!

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