

Automotive Service Professionals



Automotive Service Association Midwest

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

Central Missouri Area Automotive Service Professionals Marketing 101: Back to the Basics



Presented In Person By: Ron Haugen,
Westside Auto Pros

Training & Dinner Provided by:
Factory Motor Parts



WHO IS THIS TRAINING FOR:
Shop Owners and Managers

Thursday, October 19, 2017

6:00pm - 9:00pm

Dinner - 6:00 - 6:30pm

Training - 6:30 - 9:00pm

LOCATION:

**Shakespeare's Pizza
3911 Peachtree Dr.
Columbia, MO 65203**

**ASA Members Only - \$25
Non-Members - \$30**

RSVP by October 16th

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.

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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