



Automotive Service Association Midwest

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

Lawrence/Topeka Area Automotive Service Professionals Increasing Car Count

Together with Kansas City



Presented In Person By:
Jim Saeli with Management Success

Please Note Date Change

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

Tuesday, April 18, 2017

6:30 - 8:30 pm

LOCATION:

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

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

RSVP by April 14th
Dinner and Training Provided

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

**CHAPTER OFFICER
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