



Automotive Service Association-Midwest Kansas City Area

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

MARCH



Get Up-To-Date Info About Today's Motor Oil

Presented in person by Josh Pennebaker, Allied Oil

Join us for the opportunity to get up-to-date on everything you wanted to know about motor oil. Learn about...

- API and the MOM program
- new specifications on motor oil
- new viscosities coming to the market
- the importance of carrying the right viscosity for every vehicle
- what classifies a synthetic blend
- what is really behind a synthetic
- what is a high mileage oil and should you be carrying it?

You don't want to miss this informational training. Don't forget to come with your questions. We look forward to seeing you there!

Tuesday, March 21, 2017
6:30 - 8:30 pm

LOCATION:

BD's Mongolian BBQ
19750 E. Valley View Pkwy.
Independence, MO

\$25 for ASA-Midwest Members
\$30 for non-members

Includes dinner & training

RSVP BY Friday, March 17th

APRIL

Tuesday, April 18, 2017
6:30 - 8:30 pm

\$25 for ASA-Midwest Members
\$30 for Non-Members

Location: The Grid

Room B

12022 Blue Valley Parkway
Overland Park, KS 66213

Increasing Car Count

Presented in person by Jim Saeli with Management Success



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

For more information and to register, visit www.ASA-Midwest.org/members

Registration Form

Company: _____ Phone: _____

Credit Card : _____ Exp. Date: _____

Name on Card: _____ CVC Code: _____

Billing Address: _____ Zip: _____

Select the event(s) you'd like to register for

	March	April
Attendee: _____	<input type="checkbox"/>	<input type="checkbox"/>
Attendee: _____	<input type="checkbox"/>	<input type="checkbox"/>
Attendee: _____	<input type="checkbox"/>	<input type="checkbox"/>

Fax to 816.817.2260, or call ASA-Midwest at 816.781.5801

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