

# SEMINAR SPOTLIGHT

## EVENT PLANNING + KEEPING A CUSTOMER



This is a unique class being taught *by dealer for dealers*. We have chosen two people we feel do a great job at two subjects we feel our dealers could improve upon.



### **Sondralee Oregia- Custom Audio - Owner**

Sondralee Oregia founded Custom Audio in 1983. Custom Audio is located in Erie, Pennsylvania and offers high quality service, installation and products that meet the customers' needs. Sondralee prides herself on building a company founded on integrity, honesty and putting the customers' needs first. Custom Audio has grown from strictly a 12Volt business to a company that offers home audio, video, networking and commercial systems. No company is without an amazing team known as Team Custom Audio.

Sondralee multi world national and state champion powerlifter, national and state champion powerlifter. She likes gardening, kayaking and hiking.

[customaudio.net](http://customaudio.net)



Anymore- attracting customers and keeping them is a constant battle. Options for spending a consumer's dollars are many today in more ways than you are capable of satisfying. Once you get a customer you must learn how to keep him. **Jayson Cook** Sales Manager from the award winning Columbus Car Audio will focus on turning a customer into a client.

**Sondralee Oregia**, owner of Custom Audio in Erie will talk about doing events and making them work for you. Events attract as well as innovative techniques to invite customers into your space. Sondralee has employed a multi-faceted approach to keeping her company on the cutting edge in the fight for customer retention.

### **Jayson Cook- Columbus Car Audio & Accessories Sales/Store Manager**

It is no wonder that Jayson was voted amongst the "Top 5 Sales Professionals of 2018" by Mobile Electronics magazine, as he focuses on customer service in every aspect of the business at CCA. He provides thorough training of the CCA sales team and ensures the completion of every job with total customer satisfaction by the lead technicians. But his passion for and emphasis on customer service doesn't stop there; he has started a Facebook group designed to support the growth and success of sales people throughout the industry.

Jayson strives to maintain balance between his career and dedication to his family, while enjoying mountain biking, snow skiing and other extreme sports.

[columbuscaraudio.com](http://columbuscaraudio.com)

