



*Midwest* AUTO CARE ALLIANCE

# Maintenance Program Mastery: Processes That Drive Sales, Service, and Success

Training with Casey Greseth

One of the great things about being a BG rep is visiting a wide variety of stores. When it comes to maintenance programs we get to see the good, the bad, and the ugly, and there are a number of things that our most successful maintenance programs have in common. Our session on November 11 will focus on a few of the processes that are critical to not only maintenance sales, but successful customer care, shop management, and profitability. Our goal is for you to leave with a few practical ideas that you can put into action immediately to create comprehensive, cohesive, and effective processes for maintenance sales.

*Register at* **MWACA.org/events**

*Questions?* **816.413.9800**

## Wichita Chapter



Tuesday, Nov. 11, 2025



6:30-8:30pm



BG Products  
TTC Room  
740 S Wichita  
Wichita, KS 67213

*Training & facility  
sponsored by:*



**Members: \$35**

**Non-Members: \$50**  
includes dinner and training

**Shop Owners,  
Service Managers  
& Technicians**

MWACA is committed  
to providing a  
recruitment-free  
environment during  
training sessions and  
events for all employees  
of its member shops.