



Selling Testing Profitably

Presented via webinar
by Rick White



How important is it that diagnostics be easy to sell? Wouldn't it be even better if they were easier to buy?

Imagine the possibilities if each time you spoke with a customer about testing, they said, "I get it! When can we get started?" This webinar will show you a proven way to sell diagnostics profitably every time and help you to stop giving away your time and expertise for free. It will also review typical testing scenarios; demonstrate why they don't work and give you a strategy that will work.

Remember, the easier you make it for customers to buy, the faster it is to sell – and the more money you'll see hit your bottom line.

Register at **MWACA.org/events**

Questions? **816.413.9800**

Wichita Chapter



Tuesday, Feb 8, 2022



6:30-8:30pm



BG Products
TTC Room
740 S Wichita
Wichita, KS 67213

sponsored by



MWACA Member: \$35
Non-Member: \$45

includes dinner and training

for shop
owners,
managers and
service advisors

Upcoming Events

March - No Meeting