



Midwest AUTO CARE ALLIANCE

Implementing Profit First In Your Shop

Live Webinar with Eric Joern

Training Sponsored by



In this must-have course for shop owners, attendees will gain an understanding of the principals of profit first. This will include the behavioral and psychological aspects, along with the framework of the profit first budgeting system. Upon completion of this course, attendees will be able to calculate their current profit allocation, calculate target allocation percentages, implement an income allocation system, and learn how to get more profit from their shop. Eric Joern is “Profit First” Certified.

IMPORTANT: Attendees are also encouraged to read the book, Profit First by Mike Michalowicz prior to attending or do some initial research regarding the book.

Register at MWACA.org/events

Questions? 816.413.9800

MWACA Webinar Series



Tuesday, Feb 10, 2026



6:30 - 8:30 pm



VIRTUAL LIVE WEBINAR
link will be sent out to registered attendees the week of the training.

MWACA Members: FREE
This event is open to
MWACA Members only
Visit www.mwaca.org
to join today!

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