



## Customer Connection

In-Person Training with

**Rick White**

*Sponsored by:*



Every shop has a handful of “raving fans.” Why isn’t there more? The goal of every business should be to create and KEEP happy customers. Unfortunately, the customer experience often gets lost in the day-to-day transactions that make up the running of your business. You tend to focus on daily cash outs, invoices, receivables, payables, and probably employee payroll. We will explore the value of a single happy customer and provide tools to help you service, keep, and duplicate your very best customers. The value of a single happy customer goes far beyond the dollars that they will spend this year. This class helps shop owners, managers and service advisors understand the true value of exceeding customer expectations and will provide a roadmap for consistently creating “raving fans”!

## Kansas City Chapter



Thursday, October 29



6:00pm-9:00pm



Matt Ross CC  
Plaza/Vista Rooms  
8101 Marty  
Overland Park, KS 66204

**Members: \$59**

**Non-Members: \$99**

includes dinner and  
training

for shop  
owners and  
service advisors

### Upcoming Events

NOVEMBER 17, 2020

What kind of diagnostic detective  
are you? by Jim Wilson

DECEMBER 8, 2020

Holiday Happy Hour

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

*Questions?* **816.413.9800**