

# Automotive Service Professionals



## Automotive Service Association Midwest

Now serving Missouri, Kansas, Iowa, Nebraska, Arkansas and Oklahoma

### Little Rock Area Automotive Service Professionals

## Living Up to the Promise of Your Marketing

10 tips for narrowing the gap between the  
experience you promise vs. the one you deliver

Presented by

**Jonnie Wright** CEO, The Buyosphere

**Are you living up to the promise of your shop marketing?** Is there a difference between the experience you promise your customers and the one they actually go through? How is that difference impacting your sales, profits, customer retention and employee attitude? This fun, insightful and interactive 2-hr training presentation will provide a road map for narrowing the gap between shop perception and consumer reality and will help you create the foundation for a bigger, better, happier and more profitable 2015.

"...One of the most dynamic speakers and trainers I have ever seen in our industry. He not only lays out a detailed and specific roadmap for improving customer service and sales in your shop but he goes beyond that and delivers his unique message with a passion that is incredibly motivating. Once you've been to one of his seminars you'll never forget it."

- Ron Haugen, Westside Auto Pros, Des Moines, IA

**Don't miss out! Seating is limited. Register today!**

"Jonnie is the next Dale Carnegie of customer service."

- Joe Severt, I-70 Auto Service

"Jonnie presented one of the most outstanding programs we have had at a chapter meeting in years. He has some strong opinions, and the proof to back them up."

- Jerry Holcom, S&S Service Center

### Registration Form ...

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for this popular event!**

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