

Automotive Service Professionals



Automotive Service Association Midwest

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

Little Rock Area Automotive Service Professionals



Generation "Why?": Your Next Customer

Training presented by
Mike DeLaCruz, Kukui



KUKUI

**Thursday,
September 24, 2015**
6:30 - 8:30 pm

LOCATION:

**Pulaski Tech
Main Campus
3000 W Scenic Drive
North Little Rock, AR 72118**

**\$25 for ASA-Midwest Members
\$30 for Non-Members**

Includes Dinner & Training

RSVP BY TUESDAY, SEPTEMBER 21st

40% of vehicles sold in the next 10 years will be purchased by Millennials, or Generation "Why?", as we like to call them. They're educated & diverse, digital pioneers, and they behave much differently than other generations when they are looking for auto repair shops.

In this presentation we attempt to understand a generation that is very selective and questions everything, as well as review strategies that repair shops can adapt themselves to better serve their next customers.

Registration Form

Company: _____ Phone: _____

Attendees: _____

Credit Card : _____

Name on the Card: _____

Exp. Date: _____ CVC Code: _____

Billing Address: _____ Zip: _____

**Fax to 816.817.2260
Or call ASA-Midwest at 816.781.5801**



Coming Soon to Little Rock:

**October 22
Details Coming Soon!**

**November 19
Details Coming Soon!**

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