

Automotive Service Professionals



Automotive Service Association Midwest

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

Kansas City Area Automotive Service Professionals



Generation "Why?": Your Next Customer

Training presented by
Mike DelaCruz, Kukui



KUKUI

**Tuesday,
September 15, 2015**
6:30 - 8:30 pm

LOCATION:

Granite City

8461 NW Prairie View Rd
Kansas City, MO 64153

\$25 for ASA-Midwest Members

\$30 for Non-Members

Includes Dinner & Training

RSVP BY FRIDAY, SEPTEMBER 11TH

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 Kansas City:

October 20
Details Coming Soon!

November 17
Details Coming Soon!

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