

Automotive Service Professionals



Automotive Service Association Midwest

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

Wichita Area Automotive Service Professionals

Thursday, May 14, 2015
6:30 - 8:30 pm



Generation "Why?": Your Next Customer

Training presented by
Mike Delacruz, Kukui



KUKUI

LOCATION:

CARQUEST

6801 E Kellogg Drive
Wichita, KS 67207

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

Includes Dinner & Training

RSVP BY TUESDAY, MAY 12th

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 ...

☐ Pay at the door (cash or check)

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Attendees: _____

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