

# Automotive Service Professionals



## Automotive Service Association Midwest

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

### Des Moines Area Automotive Service Professionals

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



### Tire Sales Roundtable Discussion: Increasing Shop Profits While Reducing Risks

#### LOCATION:

#### The Machine Shed

11151 Hickman Rd  
Urbandale, IA 50322

ASA members - \$25  
Non-Members - \$30

Includes dinner & training

Space is limited—RSVP by Sept 11th

Join us during this roundtable discussion where we will discuss offering tire sales to not only increase profits, but also as a customer retention tool. Understand why you should offer tires and what new revenue opportunities are available by doing so. Also discover important tire identification details that could save lives.

Attendees will share ideas on the sales process and learn the 5 steps to the tire sale. They will also have the opportunity to discuss their own shop's policies regarding tire inspection and safety.

This event is great for everyone in your shop! It contains important information for Owners, Managers, Service Advisors and Technicians. Don't miss out on this roundtable discussion and learn how to increase your profits while reducing risk today!

### 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 Des Moines:**

**Tuesday, October 20**  
**Information Coming Soon!**

**Tuesday, November 17**  
**Information Coming Soon!**

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