



Automotive Service Councils of California
 Professionals in Automotive Service ~ Since 1940



Educational Seminars Institute
 Automotive Management Specialists

ASCCA Invites You to an ESI Training in Your Area

Location: Skyline College
 3300 College Drive
 San Bruno, CA 94066

Time: 9:00 am - 4:30 pm

Date: Saturday, September 15

Registration Please [CLICK HERE](#) to register for the event.

Registration Fees*
 ASCCA Members - \$275 (1st person)
 \$225 (ea.additional)

Non-Members** \$325 (1st person)
 \$275 (ea.additional)

**No other discounts or coupons may be used*
**Lunch is provided*

Class Topics

Building Trust and Sales with Digital Inspections:

Have you implemented digital inspections in your shop, or are thinking about it? Make sure you are using this powerful sales tool correctly to build trust with new and existing customers. While not a replacement for the traditional sales process, learn how to implement it within your business to increase your average RO and build your returning customer base. Especially catered to the younger generations, the digital inspection represents the future of a more computer-based communication for automotive repair. By educating your customers, it will enable them to make informed decisions regarding their car repair and maintenance. From this class, you will gain the knowledge and sales techniques to add a digital inspection into your existing sales process and streamline shop flow.

Sales:

If you're selling like you did just a couple years ago, you're losing money. Seminar will look at current sales techniques that work! Join us for an energetic look at sales today, and what it takes to make them.