

# November 17, 2018

## ASCCA November Team Weekend

Embassy Suites Sacramento  
100 Capitol Mall  
Sacramento, CA 95814

REGISTER AT  
WWW.ASCCA.COM OR



## BOGI LATEINER

Bogi is a master mechanic and owner of the award winning auto repair shop , 180 Degrees Automotive in Phoenix, Arizona. A writer, a speaker, and a teacher, Bogi is passionate about improving the reputation of the automotive industry and changing the way women, in particular, feel about cars and the automotive repair experience. Bogi teaches automotive basics to women around the country, consults and teaches classes to repair shop owners and other small business owners, and appears as one of three female mechanics on All Girls Garage on Velocity Channel.

## AGENDA

1:00 - 4: 00 PM

### *Setting Your Shop Apart*

- Attract the right customers by knowing your WHY
- Develop and align your company's mission, values and ideal customers
- How to create fanatical fans of your shop
- Low-cost marketing techniques
- Turn your shop into a destination by creating a comprehensive "Customer Experience"
- Build a referral machine
- Utilizing Social Media
- Creative ways to get people talking about you

4:00 - 5:00 PM

### *Women in Automotive*

- Why you want them
- The benefits for your business
- The benefits for your customers
- Why it matters in the bigger picture of our industry and its future
- How to achieve it

### Contact us

www.ascca.com  
(800) 810-4272

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