

Discover the Power of Chubby's

# Relationship Marketing

## Does this sound familiar?

- Your car count has decreased dramatically in the last year?
- You're working more hours yet making less money?
- You've spent a bunch of money on advertising but you're getting virtually no response?
- You have too many customers one day and not enough the next?

*This workshop is for YOU! You'll learn cutting edge tips you can use RIGHT NOW!*

## In one day you'll learn how you can...

- Put \$30,000 to \$100,000 cash in your pocket without working more hours.
- Discover secrets that dramatically improve your parts and labor margins.
- Craft your "Strategic Advantage" to beat your competition.
- Increase your car count.
- Build your "Value Proposition" to bring your customers back when you want them.
- Identify ads that work and the ones to avoid.
- Create recurring revenue you can count on year round.
- Take advantage of the exploding maintenance market.
- Avoid the common pitfalls of selling maintenance to your customers.
- Read personalities to increase customer satisfaction and repair order average.

## Complete workshop package includes:

- Course book
- Lunch or Dinner
- Shop analysis with ATI consultant
- Road Map for your shop's success

**ATI**  
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Training Institute

**Register  
Today!**

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**CustomerLink**  
Building Loyalty, Building Profits

**LEASING  
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TARGETS**  
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