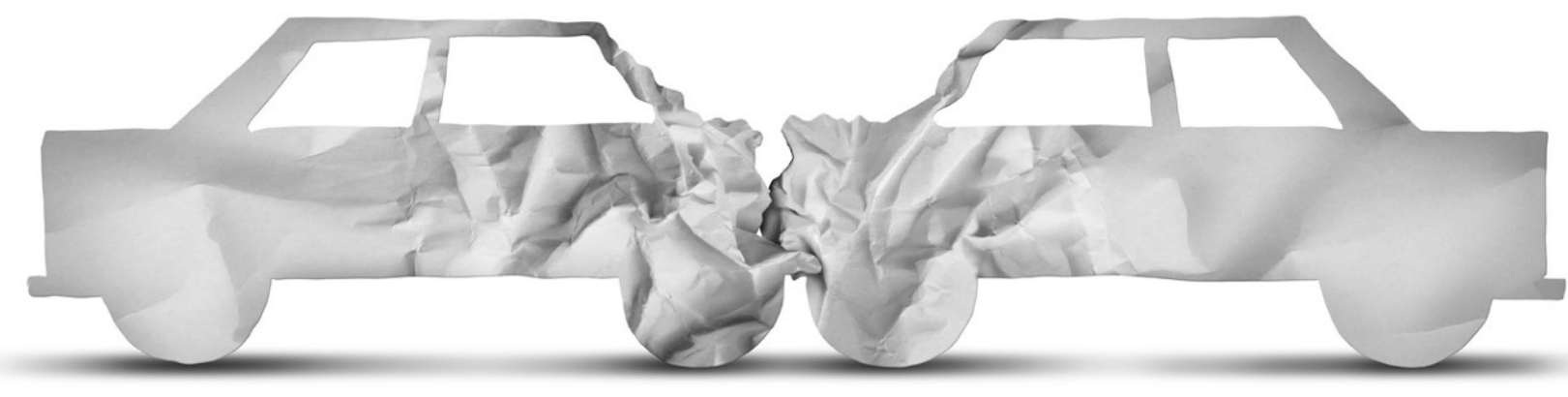




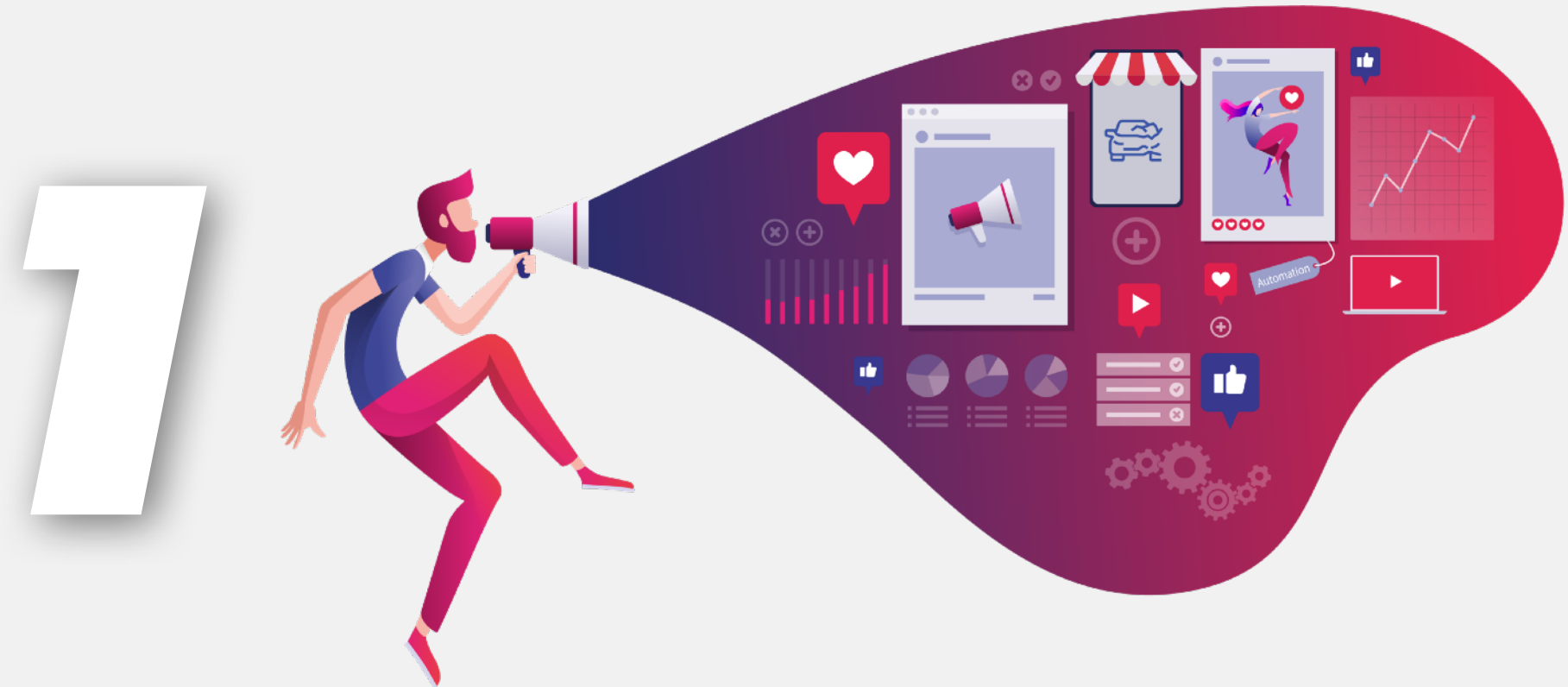
CRUSHING IT!

Collision Marketing that Works

Master Class Overview

This is a live, interactive class. You will be working with Ryan Taylor and other shop attendees in a virtual class, which includes small breakout sessions.

Focus: To help Owners and Managers build a growth strategy without making expensive mistakes.



ATTRACT WORK

- Maximizing the 7 flows of repair volume
- How to target your ideal work
- Leveraging the customer journey
- How to adjust your messaging so customers listen



CAPTURE THE REPAIR

- Human Triggers of Influence
- Getting customers to choose you
- Closing secrets that land you the repair
- A weird buying behavior that increases RO's



10X REPEAT & REFERRALS

- Creating raving fans
- Post Repair Value
- Unlock Referrals with "Observer Participancy"
- Put your growth on autopilot

Take Away: Once you have completed the class, **FCA** will provide a dealership list with contact info. **Nissan** will connect you with your local Wholesale Representative to make a warm introduction to the dealers in your market.



Instructor: Ryan Taylor, Started his first body shop at age 17, and grew it to eight locations which he sold in 2014. He then started BodyShop Booster, a marketing and technology firm. His team works with thousands of shops around the globe to build effective growth strategies.

Schedule:

Introduction & Tech Check:	March 2nd	1:30-2:00 PM Eastern
Customer Journey:	March 3rd	1:30-3:30 PM Eastern
Marketing Secrets:	March 4th	1:30-3:30 PM Eastern

Save your seat at :

www.OEMbooster.com

Space is limited to 200 seats

