

# A.S.A.

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Dear Service Manager:

When Service Menus are developed the right way, they do a couple of things to benefit your business:

- Increase the **Number of Services Performed** at each visit.
- Increase the **Effective Labor Rate** of the Repair Order.
- Increase the **Parts Gross Profit** of the Repair Order.
- Increase the **Speed of Explanations** to the customer.
- Increase **CSI Scores**.
- It all adds up to **THOUSANDS OF DOLLARS PER MONTH IN INCREASED PROFITS**.

Now your reaction to these facts could very well be “*just more junk mail*” and end up in the **Trash**.

However, if you think that this menu (sample enclosed) might help to increase your profits, you have two choices. . .

*Start From Scratch (and spend weeks developing)*

**OR**

*CUSTOMIZE (ASA will tailor the most innovative selling tool ever designed to give you increased profits in your service department)*



# Weigh your options . . .

## Service Menus . . .

Trash	Start From Scratch	Customize
No Cost	\$1,000 to your printer for one year's supply of menus	\$1,000 DEPOSIT TO ASA FOR ONE YEAR'S SUPPLY OF MENUS
No Return	Very Limited Return	1000% RETURN PER YEAR
	Weeks to Complete	ASA WILL DO ALL OF THE WORK AND CUSTOMIZE MENUS FOR <b>YOUR</b> STORE AND <b>YOUR</b> CUSTOMER
	Limited Usage (dust collector)	KICKOFF SALES TRAINING MEETING AT YOUR STORE
		<i>DOLLARS PER R.O. WILL INCREASE DRAMATICALLY</i>
		<i>EFFECTIVE LABOR RATE WILL INCREASE DRAMATICALLY</i>
		<i>PARTS GROSS WILL INCREASE DRAMATICALLY</i>
		<i>PAY BALANCE OF \$1,000 TO ASA ONLY AFTER YOUR INCREASED PROFITS EXCEED COST</i>

***Tune Up Your  
Service Department Today!***

Contact Frank Tyrrell  
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[www.servicetuneup.com](http://www.servicetuneup.com)