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NEWS FOR IMMEDIATE RELEASE

The Appliance Doctor to Present “Marketing Your Appliance Business for the Future” at the National Appliance Service Convention

Anthony Attansio, Chief of Staff at The Appliance Doctor, in Yonkers, NY, will be a featured speaker at the Professional Service Association’s annual National Appliance Service Convention, October 2-5, 2017 in Portsmouth, VA.

Presenting the 2-hour session, “Marketing Your Appliance Business for the Future”, the Appliance Doctor will discuss how he built the company and the various systems he installed that bring in leads every day.

With over 35 years in the appliance service industry, the Appliance Doctor has been a model for appliance service companies across the country when it comes to marketing. “Appliance repair companies need to realize what a difference marketing can make in their ability to increase business,” says Attanasio. “That’s why I’m especially excited I was asked to present at this year’s convention. I get to share my experience that marketing, if done correctly, will have a positive impact on a company’s bottom line.”

With more than two decades of serving independent appliance service businesses, the Professional Service Association is the 2nd largest trade association for appliance repair firms with 450+ members nationwide. PSA offers resources and support for everything from certification and training to frequent seminars and industry-wide networking events. Their annual National Appliance Service Convention is the best technical, management and basic training event for technicians, office personnel and apprentices, offering 4 full days of training.

For more information on the National Appliance Service Convention, please contact the Professional Service Association at 1-888-777-8851 or visit www.psaworld.com (click on NASC 2017).

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