



Greater New York
Automobile Dealers
Association

seminars for automobile dealers

sales

Online Reputation Management

Presented by Stan Sher, Dealer eTraining

Wed. Feb 15 10:00am-1:30pm

Center for Automotive Education & Training

15-30 Petracca Place, Whitestone (Queens) NY 11357

Today's online resources give consumers more control over how and where they choose to conduct business. This session will teach dealerships how to ask for online reviews and increase their positive reputation and use these tools in prospecting for more business. In addition, dealers will learn how to promote their reputation in their emails, advertising listings, and even use them as a close when negotiating.

Online Reputation Management will teach attendees the following:

- How customers make buying decisions based on online reviews
- Interpret online reputation management statistics and metrics
- Learn where reviews are being written
- How to improve online reputation
- Successful strategies to properly solicit customers for reviews
- Utilizing email links to solicit positive reviews and social media
- Online reputation management skills as a rebuttal to customer objections

Target Audience

Internet, Social Media, Marketing, e-Commerce Managers

Tuition

\$85 per attendee for all dues-paying GNYADA members

About the Instructor As a national internet sales trainer, Stan has created customized powerful follow up processes for the phone and email that will bring dealerships much success. Stan has a continual blogging presence and has been published in some of the most respected automotive industry websites and magazines such as *Digital Dealer* and *Dealer Marketing*, just to name a few.

Ready to register? fax back completed form to Carole / 718-640-2099





Greater New York
Automobile Dealers
Association

registration

Online Reputation Management

Wed. Feb 15 10:00am-1:30pm

Center for Automotive Education & Training

15-30 Petracca Place, Whitestone (Queens) NY 11357

name of attendee 1: _____
(please print)

name of attendee 2: _____
(please print)

name of attendee 3: _____
(please print)

dealership: _____

address: _____

phone: _____ ext. _____

fax: _____ email: _____

managers
approval: _____ / _____
(print) (signature)

\$85 tuition for all dues-paying GNYADA Members includes course materials and refreshments.
Course attendance earns 85 PAE Points.

*To learn more about the
2011-12 GNYADA Educational Seminars
visit www.autoedcenter.com or call 718-640-2000.*

Fax completed form to Carole Rogner at 718-640-2099

