



Greater New York
Automobile Dealers
Association

SEMINARS FOR AUTOMOBILE DEALERSHIPS

BDC & SALES BOOT CAMP

What to say and how to say it to get more customers in your dealership

Presented by Mark Rodriguez, Auto Client Care, Inc.

JULY 16, 2014

10:00am – 4:00pm

Center for Automotive Education & Training

15-30 Petracca Place, Whitestone, NY 11357

Our BDC & Sales Boot Camp will turn your BDC around, invigorate your people, engage your staff, and double their production. Learn what to say, how to say it, why say it a certain way, and most importantly, what the client hears. This technique training is then coupled with LIVE phone calls.

BDC and Sales Boot Camp will teach attendees to:

- ◆ Handle inbound sales calls both new and pre-owned cars
- ◆ Overcome sales call rebuttals and objections
- ◆ Convert internet leads into appointments that show
- ◆ Control the direction of a call
- ◆ How to leave effective voicemail messages that get responses

About the Instructor:

With more than 20 years combined automotive retail and training experience, Mark Rodriguez specializes in training and coaching dealership personnel from all departments to deliver world-class customer excellence over the phone.

Fees:

GNYADA Member: \$125.00 (Non Member: \$250.00)

REGISTER NOW!

Learn more about how we can meet your training needs.
Contact Carole Rogner, Professional Development Coordinator
Carole@gnyada.com 718.640.2012

autoedcenter.com/education



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REGISTRATION

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name of attendee 1

(please print)

name of attendee 2

_____ email address

_____ dealership position

(please print)

name of attendee 3

_____ email address

_____ dealership position

(please print)

dealership

_____ email address

_____ dealership position

address _____

phone _____

ext. _____

fax _____

email _____

manager's
approval

(print)

(signature)

To register:

Submit completed form to Carole Rogner, Professional Development Coordinator

fax: 718.640.2099

email: Carole@gnyada.com

or call: 718.640.2012

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