



Greater New York  
Automobile Dealers  
Association

# BDC & SALES BOOT CAMP

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

**Thursday, November 13, 2014**

10:00am-4:00pm

**Center for Automotive Education & Training**

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

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*Our BDC & Sales Boot Camp will turn your BDC around, invigorate your people, engage your staff, and double worker production. Learn what to say, how to say it, and why you should say it a certain way, and most importantly, what the client hears. This technique training is then coupled with LIVE phone calls. This seminar is loaded with phone strategies guaranteed to get better results.*

## BDC & Sales Boot Camp will teach attendees to:

- Handle inbound sales calls for 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
- *NEW!* Connecting with Millennial shoppers
- *NEW!* Dealing with customers who insist on over the phone pricing

## About the Instructor

Presented by Mark Rodriguez, Auto Client Care, Inc. With more than 20 years combined automotive retail and training experience, Mark Rodriguez specializes in training and coaching dealership personnel to deliver world-class customer excellence.

## Fee for dues-paying GNYADA members:

\$125 per attendee (\$250 non-member fee)



To register **CLICK, EMAIL, or CALL Carole at carole@gnyada.com or 718.640.2012**



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name of attendee 1 \_\_\_\_\_

\_\_\_\_\_  
email / dealership position

name of attendee 2 \_\_\_\_\_

\_\_\_\_\_  
email / dealership position

name of attendee 3 \_\_\_\_\_

\_\_\_\_\_  
email / dealership position

dealership \_\_\_\_\_

address \_\_\_\_\_

\_\_\_\_\_

tel \_\_\_\_\_ ext. \_\_\_\_\_ fax \_\_\_\_\_

manager's approval \_\_\_\_\_  
print / signature

**RESERVE YOUR SEAT TODAY.** Call the GNYADA Education & Training team directly at **718.640.2012**, fax this registration to **718.407.6970**, or go online at [www.autoedcenter.com/education](http://www.autoedcenter.com/education)

GNYADA Seminars are developed by qualified experts to meet the highest possible standards and deliver the latest information and solutions for your most pressing business needs. Our programs train new and seasoned pros to improve operations and profitability results within each department.

**GNYADA'S  
CENTER FOR AUTOMOTIVE  
EDUCATION & TRAINING**

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