



Greater New York
Automobile Dealers
Association

THE RISE AND FALL OF YOUR CSI

Deliver a customer service experience that separates you from the pack.

Thursday, December 11, 2014

10:00am-4:00pm

Center for Automotive Education & Training

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

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Developing a customer-centric culture is critical to building solid customer relationships. This workshop will teach everyone in your dealership to understand their role in providing an exceptional customer experience that goes way beyond customer satisfaction. This seminar is packed with tips to create that "WOW" moment.

The Rise and Fall of Your CSI will teach attendees:

- The impact of customer service on the dealership and the bottom line
- Communication etiquette: email, phone and face-to-face
- To improve problem-solving skills
- How to go beyond just "satisfied" customers
- Strategies to manage challenging situations

About the Instructor

Presented by Dave Finley, Senior Consultant/Business Development Trainsmart, Inc. Dave Finley has extensive skills and knowledge related to improving people and organizational performance. He focuses on establishing and sustaining effective and enduring client and team relationships. Dave achieves results related to improved client and employee satisfaction and retention, greater productivity, and increased profitability by leveraging his extensive business acumen and leadership experience.

Fee for dues-paying GNYADA members:

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





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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

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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