



Greater New York
Automobile Dealers
Association

THE SALES PROCESS – REDEFINED

Meet the Millennials: The consumers to change the dealership landscape.

Tuesday, November 18, 2014

10:00am-4:00pm

Center for Automotive Education & Training

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

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This seminar will finally answer the question: How do I sell cars to Millennials? Learn the motivations, opinions and behaviors of this unique new generation of car shoppers. As their purchasing power increases and they continue to drive consumer demand, it's necessary to reevaluate your sales process and redefine strategies to engage them.

The Sales Process – REDEFINED will teach attendees:

- Who are Millennials?
- What do Millennials think about cars and driving?
- What motivates a Millennial to buy a car?
- Ways to enhance the Millennial buying experience
- How to redefine your sales process to entice Millennials to buy a car from you

About the Instructor

Presented by Sean V. Bradley, Dealer Synergy. Sean V. Bradley is the top automotive trainer and consultant in the country and is currently one of the most sought after subject matter experts for Internet Sales, Business Development and Digital Marketing. Beginning as a sales consultant, Sean learned the business from the ground up, holding positions at dealerships as Sales Manager, Internet Sales Manager, Special Finance Manager, and Business Development Director.

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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