



Greater New York
Automobile Dealers
Association

EFFECTIVE BDC MANAGEMENT STRATEGIES

Essential techniques for coaching your BDC to deliver higher performance and better results.

Thursday, January 15, 2015

10:00am-4:00pm

Center for Automotive Education & Training
15-30 Petracca Place
Whitestone (Queens), NY 11357

The seminar will teach Managers how get BDC Reps to achieve peak performance, increase appointments, and raise customer satisfaction. Learn the strategies and methods you need to manage the activities of the BDC Department including training techniques, goal setting, and policies to hold your BDC team accountable. Go back to your dealership with the confidence, the skills, and an action plan to make an immediate impact on your BDC Department.

Effective BDC Management Strategies will teach participants to:

- Understand individual values, goals, strengths and weaknesses
- Establish practical strategies to get outstanding results
- Set goals, reward good performance, and deal with poor performers
- Develop an effective management style
- Motivate, delegate work, and deal with difficult employee situations
- **NEW!** Learn training strategies that get new employees ready for live calls
- **NEW!** Develop an effective process that will work for your dealership
- **NEW!** Incorporate techniques to effectively measure employee effectiveness

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.

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

[REGISTER](#)

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



Greater New York
Automobile Dealers
Association

EFFECTIVE BDC MANAGEMENT STRATEGIES

Thursday, January 15, 2015

10:00am-4:00pm

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, held in person, 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**

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