



Greater New York
Automobile Dealers
Association

SEMINARS FOR AUTOMOBILE DEALERS

HIGH GROSS SALES TRAINING

Gross profit: it is yours to keep or give away

Wednesday, January 21, 2015

10:00am-4:00pm

Center for Automotive Education & Training

15-30 Petracca Place

Whitestone (Queens), NY 11357

This seminar will teach salespeople to present numbers to customer with confidence, be positive, and have customers enthusiastic about the great deal you're giving them. This powerful one-day advanced sales training will expose your seasoned veterans (and rookies) to proven techniques that sell more cars and create higher gross profit. This is a can't-miss opportunity for anyone on your sales floor not reaching 100% of their potential every month.

High Gross Sales Training will teach salespeople:

- Building relationships
- Proper selection
- Selling from inventory
- Selling value through a proper product presentation and demonstration ride
- Obtaining a commitment and negotiating for profit

About the Instructor

Ken Carlson is Director of Training for Manage-Rite, Inc., Automotive Training Division. He has more than 28 years of retail automotive experience and is AFIP Certified (Senior). Ken has conducted seminars for Sales, F & I, Sales Management, Aftersale, and Service Manager/Advisor personnel for dealer associations throughout the United States.

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



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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, 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**

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