



Greater New York
Automobile Dealers
Association

SEMINARS FOR AUTOMOBILE DEALERS

NEW CLASS

STREAMLINE YOUR MARKETING COSTS: CREATING A UNIFIED MARKETING MESSAGE

Learn how to maximize your marketing spend to drive more customers to your store.

Tuesday, January 27, 2015

10:00am-1:00pm

Center for Automotive Education & Training

15-30 Petracca Place

Whitestone (Queens), NY 11357

This class will teach dealers to change their focuses regarding their marketing efforts and speak in terms of a Unified Marketing Message. Marketing silos are killing your business. Dealerships spend thousands upon thousands of dollars on marketing messages each month. The problem is that traditional marketing is not tied to digital marketing that is not tied to onsite marketing.

Streamline Your Marketing Costs: Creating a Unified Marketing Message will teach attendees:

- To understand that your message comes first
- Thinking in terms of managing the three “O’s” of your marketing messages:
 - Offline marketing
 - Online marketing
 - Onsite marketing
- How to tweak your message for each technology so you can leverage new media to grow your business

About the Instructor

Glenn Pasch is a trainer at heart. He is a speaker, writer, coach, and operations strategist as well as a customer service fanatic. Glenn has more than 20 years of experience with a proven track record of leading diverse teams of professionals to new levels of achievement in a variety of highly competitive markets and fast-paced environments.

GNYADA member fee: \$85 per attendee (\$150 non-member fee)

REGISTER

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



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REGISTRATION

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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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