



Colorado Automobile Dealers Association



Case Studies in Successful Customer Loyalty

Webinar: 11:00am, Thursday – September 9, 2010

How dealerships are bringing them back again and again!

Everyone knows that it should be easier to re-sell an existing customer than it is to go out and find a new one. The basic building blocks of customer loyalty are a quality product or service delivered at fair prices, but also in a way that makes your customers know that they are appreciated and valued.

Customer Loyalty programs and systems abound - just how do you know which one, if any, will work best in your dealership. On September 9th visit with Mike Gorun from MediaTrack as we explore case studies of successful customer loyalty initiatives in the dealership environment.

PRESENTED BY: MIKE GORUN, MEDIATRACK

Date / Time	Location
Thurs., Sep. 9 11:00am (MDT)	<p>WEBINAR: NO NEED TO LEAVE YOUR OFFICE!!</p> <ul style="list-style-type: none"> • Listen to the presenter via Internet audio broadcast • View presentation slides on your computer via the Internet • Participants are able to submit questions directly to the presenter <p>Cost: CADA Members \$169 / Non-Members \$298.00 To register: www.dealersedge.com/TCDi2-Register , Enter discount code TCDi2CADA (not case sensitive)</p> <p><small>** DealersEdge does accept "bill me" registrations. If you prefer to be invoiced, rather than to pay online with a credit card, please call 800-321-5312 for personal and prompt service.</small></p>

Registration Info:



This Webinar will last about 90 to 120 well-invested minutes. In addition to the live connection, after the Webinar all attendees will receive (via email) a link to download and play this program again for others on your team. Keep the recording and handouts in your training library for future reference and training. Info on how to connect will also be sent via email and CADA Member Services is always available to provide any needed assistance.

Can't make it on these dates? Why you should register anyway...

Because registered attendees receive instructions on how to download the program after the Webinar, even if you are not planning on being available on the date above, you should register so that you can listen to and view the program at a time and place convenient to you. If you register, you can listen in whenever you want.

Hosted in conjunction with: DealersEdge

If you have any difficulty obtaining your discount, please call DealersEdge at 800.321.5312 for assistance.

Questions:

DealersEdge, 800.321.5312 Tim Jackson, 303.282.1448

Lauren Stadler, 303.457.5123

www.dealersedge.com

tim.jackson@coloradodealers.org

lauren.stadler@coloradodealers.org