



Colorado Automobile Dealers Association



# Case Studies: Service Departments Winning Back 2<sup>nd</sup> & 3<sup>rd</sup> Owner Vehicles

**Webinar: 11:00am, Thursday – September 16, 2010**

**How Service Managers are re-vamping business plans to open up a market segment previously dominated by the corner garage and chain retailers!**

Learn what is different about the "corner garage" that keeps customers coming back over and over again. Ed Kovalchick is a nationally-known service management trainer and has devoted a majority of his time studying what makes the corner garage tick. His findings will amaze you.

On Sept 16th Ed will profile several dealership service departments that have transformed a segment of their shop into "The Garage" with some amazing results. It takes a change of mindset – Learn to make it work in your dealership and open up a whole new business in service.

**PRESENTED BY: ED KOVALCHICK, NET PROFIT, INC.**

Date / Time	Location
<p><b>Thurs., Sep. 16</b> 11:00am (MDT)</p>	<p><b>WEBINAR: NO NEED TO LEAVE YOUR OFFICE!!</b></p> <ul style="list-style-type: none"> <li>• Listen to the presenter via Internet audio broadcast</li> <li>• View presentation slides on your computer via the Internet</li> <li>• Participants are able to submit questions directly to the presenter</li> </ul> <p><b>Cost:</b> CADA Members \$169 / Non-Members \$298.00  <b>To register:</b> <a href="http://www.dealersedge.com/TCDi3-Register">www.dealersedge.com/TCDi3-Register</a>, Enter discount code <b>TCDi3CADA</b> (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:

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