

Effectively Merchandising Your Dealership & Inventory Online



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



Colorado Automobile Dealers Association

Join Howard Polirer as he discusses what motivates online car shoppers!

Join top industry expert, Howard Polirer, Director of Industry Relations for AutoTrader.com as he takes a closer look at the messages that are important to consumers in selecting a dealership and a vehicle. Effectively merchandising your dealership & inventory online provides you with the tools to differentiate your inventory and dealership online, thereby creating value in the minds of consumers.

Visit with Howard as he explores best practices for taking photos, writing sellers comments, using video and customer testimonials and pricing competitively in order to motivate consumers to offline action. Howard has trained over 8,000 dealers in 200 major markets on the industry's best practices to reach automotive consumers, with over 30 years of experience, as one of the nation's leading Internet automotive educators in the retail automotive business you cannot afford to miss this opportunity.

PRESENTED BY: HOWARD POLIRER, DIRECTOR OF INDUSTRY RELATIONS, AUTO TRADER.COM

Date / Time	Location
Thurs., Dec. 9 11:00am (MDT)	WEBINAR: NO NEED TO LEAVE YOUR OFFICE!! <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/WDL2-Register, Enter discount code WDL2CADA (not case sensitive) ** 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.</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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