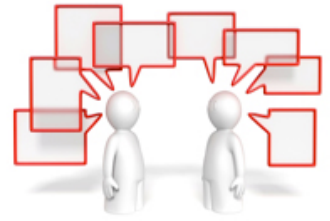




Colorado Automobile Dealers Association



“Now” Generation Car Shoppers Demanding a New Generation Selling Process

Webinar: 11:00am, Thursday – October 21, 2010

More and more dealers are adopting a “negotiation-free” selling model with huge success!

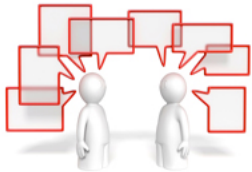
The Internet has changed the landscape of automobile shopping tremendously; customers are no longer in the dark about car prices! Online review sites give the disgruntled consumer a megaphone to share their experiences with you dealership. The costs of maintaining a traditional showroom process continue to climb while effectiveness wanes.

Join us as Mark Rikess of The Rikess Group discusses why so many dealers are taking action by changing the culture in their showrooms to amore transparent and open non-negotiation based selling system. Case studies presented demonstrate the effectiveness of this approach, now its up to you to be the catalyst for change in your showrooms. Learn how successful non-negotiation selling dealers are taking the plunge and making it work!

PRESENTED BY: MIKE RIKESS, THE RIKESS GROUP

Date / Time	Location
Thurs., Oct. 21 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/TCDJ3-Register, Enter discount code TCDJ3CADA (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
www.dealersedge.com

Tim Jackson, 303.282.1448
tim.jackson@coloradodealers.org

Lauren Stadler, 303.457.5123
lauren.stadler@coloradodealers.org