



Colorado Automobile Dealers Association



How to Create a Consistent Selling Process on the Service Drive

Webinar: 11:00am, Thursday – September 23, 2010

How service departments achieve huge sales increases by consistently delivering a professional selling presentation!

How can your service department create the consistent selling process so often in evidence in the showroom? This question has vexed dealers and service managers for decades. The selling discipline taught and enforced in so many dealership showrooms is almost always absent once you get to the service drive.

System-selling guru, Steve Kwiatkowski of Liqqid Inc. will bring you real life examples of dealerships employing new tools to maximize maintenance package sales. Hear from real world dealer and service managers as they share with you how their success was realized.

PRESENTED BY: STEVE KWIATKOWSKI, LIQQID INC.

Date / Time	Location
<p>Thurs., Sep. 23 11:00am (MDT)</p>	<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/TCDi4-Register, Enter discount code TCDi4CADA (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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