



Colorado Automobile Dealers Association

Sail to Success Seminar

Presented by: Chip Thomas



➤ *Highly acclaimed Dealer Summit speaker returns to Denver!!*

My philosophy is to do much more than spend the day reciting motivational quotes and theory. I believe in "substance", not show. My training format is personalized. I will have direct interaction with each individual. Your salespeople will listen to me – they will relate. Relate is the key word. They will relate to me because I'm real. It's not only about how many cars you sell, it's also about how you sell cars. --Chip Thomas



A G E N D A (Two One-Day Sessions)

TIME: 7:45am to 4:30pm (Continental breakfast 7:45; presentation starts 8:15; lunch at noon)

DATES: First session: **Tuesday, October 14, 2008** (OR)

Second session: **Wednesday, October 15, 2008**

PLACE: Doubletree Hotel Denver Tech Center, 7801 East Orchard Road, Greenwood Village, CO 80111; Phone: 303.779.6161

FOR: Sales department personnel, General managers, Dealer principals, Service directors/advisors

Highlights of topics include:

- PRESCRIPTION FOR IMPROVEMENT
- TIME MANAGEMENT FOR BUSINESS RESULTS
- ORGANIZATION AND PLANNING
- CUSTOMER DEVELOPMENT
- EFFECTIVE COMMUNICATION
- RELATIONAL MARKETING
- CUSTOMER RETENTION
- NEGOTIATING, OVERCOMING OBJECTIONS, AND CLOSING
- PROFESSIONALISM AND POSITIVE HABITS CREATION
- "ROLE PLAY" FOR CUSTOMER INTERACTION

Without a doubt, I can honestly say that your "Sail to Success" seminar has reached each member of our sales force, unlike the many sales seminars we have had our sales force attend. You have inspired each team member to...create a customer base. Already I am seeing results.
– Douglas Donnellan, VP/GM–SF Toyota, 4/8/08

About the Presenter: **Chip Thomas**, Chip Thomas has been the #1 Honda salesman at Bill Gatton Honda-Mazda-Nissan in Bristol, TN for over 27 years! **He has not taken a "walk in" for 15 years and averages 13 sales per month, part-time (30 hours a week), with a 60% closing ratio!** In the past, he has been asked by Mr. Gatton to be a manager and a partner in another dealership. He respectfully turned down the offer because he likes the interaction with people, and he wanted to be the best in sales. His other goal was to become the best sales trainer in the country.

Visit www.chipthomasconsulting.com for more information about Chip and this session.

--- SEE NEXT PAGE FOR REGISTRATION FORM ---

- - **Registration Form** - -



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REGISTRATION DEADLINE: FRIDAY, OCTOBER 10TH

TO REGISTER, PLEASE RETURN THIS FORM AND PAYMENT: \$445/1ST PERSON AND \$395/ADD'L PERSONS

CADA, 290 East Speer Blvd, Denver, CO 80203, Fax: 303.831.9100 [*Checks payable to "CADA"*]

Dealership Name _____ City/Zip _____

Credit Card #. _____ EXP _____
(*Visa / MasterCard / American Express accepted*)

CHECK here to request an invoice be sent to your dealership.

Name _____ Title _____

E-mail _____ Phone _____ Date: 14th or 15th (*Check one*)

Additional Persons (attach a list of additional names as needed or simply copy this form)

(2) Name _____ Title _____ Date: 14th or 15th

(3) Name _____ Title _____ Date: 14th or 15th

(4) Name _____ Title _____ Date: 14th or 15th

(5) Name _____ Title _____ Date: 14th or 15th

(6) Name _____ Title _____ Date: 14th or 15th

CANCELLATIONS: MUST BE RECEIVED TWO DAYS PRIOR TO THE TRAINING SESSION FOR A REFUND

QUESTIONS:

Tim Jackson, 303.282.1448

tim.jackson@coloradodealers.org

QUESTIONS:

Tammi McCoy, 303.282.1449

tammi.mccoy@coloradodealers.org

REGISTRATION:

Lauren Stadler, 303.457.5123

lauren.stadler@coloradodealers.org