



How's Your Service Traffic? Traditional thinking will not bring you new service customers

An information-packed, thought-provoking, business-changing workshop by a highly renowned consultant; Don Tipton has presented for many state dealer associations and 20-Groups.

- **Your service department is already perceived to be “High-Priced” and “Inconvenient”, especially by customers with older, high mileage, or out of warranty vehicles.**
 - Traditional pricing and customer handling procedures just tend to reinforce this perception.
- **Your old performance indicators and benchmarks may be in the way**
 - You may be achieving short term profit gain at the expense of long term customer traffic growth.
- **IT IS TIME TO CREATE A NEW IMAGE AND FIND INNOVATIVE WAYS TO:**
 - Provide service that drives sales
 - Create an environment that attracts customers...instead of marketing to drive customers

CITY	DATE/TIME*	LOCATION
Colorado Springs	Tuesday, Dec. 9th 8:00 to 10:30 am	Antlers Hilton Hotel, 4 South Cascade Ave., Colorado Springs, 80903, 719.955.5600 → Colorado Springs dealers should register with CSADA, Ann Winslow, 719.473.1465 or abwinslow@comcast.net
Pueblo	Tuesday, Dec. 9 th Noon to 2:30 pm	Pueblo Convention Center, 320 Central Main Street Pueblo, CO 81003 Phone: 719.542.1100
Loveland	Wednesday, Dec. 10 th 7:30 am to 10:00 am	Best Western Crossroads Inn & Conference Center 5542 E. US Highway 34, Loveland, CO 80537 Phone: 970.667.7810
Denver	Wednesday, Dec. 10 th Noon to 2:30 pm	William D. Barrow Building, CADA Headquarters 290 E. Speer Blvd. Denver, CO 80203 / Phone: 303.831.1722
Glenwood Springs	Thursday, Dec. 11 th 7:30 am to 10:00 am	Hotel Colorado, 26 Pine Street, Glenwood Springs, 81601 Phone: 800.544.3998
Grand Junction	Thursday, Dec. 11 th 12:30 pm to 3:00 pm	Doubletree Hotel, 743 Horizon Drive Grand Junction, CO 81506 / Phone: 970.241.8888

**All sessions include breakfast or lunch*

Presented by Don Tipton, President-DTC Retail Consulting, www.dcretailconsulting.com

DON TIPTON, STILL AN ACTIVE DEALERSHIP CONSULTANT TODAY, OFFERS “IN THE TRENCHES” AUTOMOTIVE EXPERIENCE COMBINED WITH KNOWLEDGE OF PROVEN MANAGEMENT TECHNIQUES. DON BEGAN IN THE AUTOMOTIVE BUSINESS AT THE AGE OF 8, WORKING FOR HIS FATHER, A PARTS AND SERVICE MANAGER. DON HAS HELD MANAGEMENT POSITIONS AT BOTH SMALL SINGLE POINT STORES AND LARGE MULTI-DEALER OPERATIONS AT THE CORPORATE LEVEL. HE SPENT A NUMBER OF YEARS WITH WHAT WAS THE LARGEST AUTOMOTIVE FIXED OPERATIONS CONSULTING FIRM IN THE COUNTRY, CONDUCTING TRAINING SEMINARS AND IN-DEALERSHIP CONSULTING. HE IS PASSIONATE ABOUT THIS BUSINESS AND THE SUCCESS OF DEALERS.



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TO REGISTER, PLEASE RETURN THIS FORM AND PAYMENT OF \$119*/1ST PERSON + \$99/ADD'L ATTENDEE
*Includes hand-out materials and breakfast or lunch. Email: RSVP@coloradodealers.org

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

→ Register for this and other CADA events ONLINE at: www.coloradodealers.org/registration

Dealership Name _____ City _____

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

(1) Name _____ Title _____
E-mail _____ Phone _____ Fax _____
▶ Select a location below (✓):
Tues. Dec. 9 th : __ CS __ Pueblo ■ Wed. Dec. 10 th : __ LvInd __ Dnvr ■ Thurs. Dec. 11 th : __ GSW __ GJ

(2) Name _____ Title _____
E-mail _____ Phone _____ Fax _____
▶ Select a location below (✓):
Tues. Dec. 9 th : __ CS __ Pueblo ■ Wed. Dec. 10 th : __ LvInd __ Dnvr ■ Thurs. Dec. 11 th : __ GSW __ GJ

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

Questions:

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Registration/Payment:

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