



Colorado Automobile Dealers Association

Get your sales force fired up and . . . **CLOSE MORE SALES NOW!**

➤ *Advanced close training presented by: George Dans, top-rated NADA Speaker*

The difference between nearly good enough and good enough can mean the difference between presenting a vehicle and actually closing a sale today. If your team isn't properly trained on how to overcome objections and close, chances are your customer will leave without buying and take their money to the dealership down the street.

This workshop will show you how to capture those sales by giving your team real world, professional skills to overcome objections and close throughout the sales process. The goal of this sales training is to provide immediate improvement followed by long-term positive results.

~Closing is a process: It's where you help your customers make good decisions so that it's a win-win for you and your customer - George Dans



AGENDA

- TIME:** Noon to 3:30pm (*lunch will be served*)
- DATE:** Wednesday, August 5, 2009
- PLACE:** William D. Barrow Building (CADA Headquarters), 290 East Speer Blvd, Denver, CO 80203; Phone: 303.831.1722
- FOR:** Sales professionals, sales managers

Highlights of topics include:

- Why the road to sales is paved with the basics
- How to close like the world's greatest closer - 5 closes to close anybody
- How to handle and overcome objections - master "I Need To Think About It"
- How to network, follow up and not give up
- Professional selling skills for today's informed customer
- How to increase your closing ratio today

"George Dans has been the primary person for lighting the fire amongst our dealer body. Indeed this human torch is unbelievable. Toyota has used 100's of automotive sales trainers and motivational speakers and George is the best I have ever seen by a wide margin."

-Toyota Motor Corporation

About the Presenter: George Dans, is an automotive sales trainer with the ability to ignite the fire within every individual he touches. As an international sales trainer and motivator, George empowers the "best to get fired up"! George Dans addresses thousands of people nationally each year on the subjects of human potential, personal growth, selling, managing and leadership. His approach is dynamic, exciting and interactive. Since 1993, Dans has been a sales trainer and hands-on coach for auto dealerships that are looking for powerful, leading edge sales training programs designed for today's informed customer, helping dealerships reach the next level in sales, gross and team performance. He has championed training seminars and workshops on a factory level for Toyota, Honda, Daimler Chrysler and Kia - all resulting in measurable increases in unit sales, market share and customer satisfaction. Visit www.georgedans.com for more information.

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



- - Registration Form - -

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TO REGISTER, PLEASE RETURN THIS FORM AND PAYMENT: \$169/1ST PERSON AND \$149/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 _____

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

(2) Name _____ Title _____

(3) Name _____ Title _____

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