



Colorado Automobile Dealers Association

# Reynolds & Reynolds: DMS System Training

You spend a small fortune on your Dealer Management System – make sure you are getting the most you can from it!

**Ellie Dilbeck (Ranes), former R&R employee,** will provide training on key areas of the R&R DMS system that many dealerships overlook, may not fully utilize, or may just benefit from more training on how to use effectively. Tentative topics to be addressed include\*:

- Custom reports: understanding how to create custom reports utilizing Report Generator/QueryBuilder
- Custom docs/custom financial statements – how to view in Excel → to analyze financials & trending
- How to combine names and clean up duplicate names in your database → to market more effectively
- How to use/implement the new “We Owe” enhancements (utilizing technology for communication between sales and service as to what is “owed” or “due” on the vehicle) → streamline this process to improve CSI and prevent cost of sales mistakes
- Modifying op-codes to auto-map to certain G/L accts (i.e. tracking quick lube dept, detail shop, extended warranties, etc.)

\*We anticipate tailoring remaining content to cover the specific areas of functionality attendees want to cover

City	Date / Time	Location
Denver	Tuesday, Nov. 17th, 2009 8:00am to Noon <i>Breakfast included</i>	William D. Barrow Building (CADA Headquarters) 290 E. Speer Blvd (SW Corner of Grant/Speer), Denver, CO Phone: 303.831.1722

Presented by, **Ellie Dilbeck (Ranes), Business Consultant, ERAutomotive Consulting, LLC**

ELLIE HAS WORKED FOR REYNOLDS AND REYNOLDS IN SEVERAL CAPACITIES FOR OVER 16 YEARS. SHE HAS TRAVELED EXTENSIVELY TO INSTALL SOFTWARE, TRAIN, AND PERFORM OPTIMIZATIONS (A STUDY OF DEALERSHIP DMS UTILIZATION); WORKED WITH THE SALES FORCE TO DEMONSTRATE ERA PRODUCTS AND FEATURES; WORKED FOR OVER 3 YEARS IN THE NATIONAL SERVICE CENTER IN OHIO, ASSISTED WITH CUSTOMER SEMINARS AND USER GROUPS ON A NATIONAL LEVEL, AND CONSULTED WITH DEALERS AS WELL AS R&R ON SPECIALIZED PROJECTS. ELLIE HAS ASSISTED MANY COLORADO DEALERS AND WITH NADA CONVENTIONS AS AN INDEPENDENT CONSULTANT.

**TO REGISTER, PLEASE RETURN THIS FORM AND PAYMENT OF \$99 / 1<sup>ST</sup> PERSON AND \$89 / ADD’L PERSON**

CADA, 290 East Speer Blvd, Denver, CO 80203, Fax: 303.831.9100 [*Checks payable to “CADA”*] or [rsvp@coloradodealers.org](mailto:rsvp@coloradodealers.org), Register ONLINE at: [www.coloradodealers.org/registration](http://www.coloradodealers.org/registration)

Dealership Name \_\_\_\_\_ City \_\_\_\_\_

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

Name \_\_\_\_\_ Title \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

*Additional attendees:*

Name2 \_\_\_\_\_ Name3 \_\_\_\_\_

\*Note any specific topics you would like to cover. \_\_\_\_\_

➤ **REGISTER BY NOV. 5<sup>TH</sup>!** CANCELLATIONS MUST BE RECEIVED ONE WEEK PRIOR TO THIS SESSION

**Questions:**

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**Registration/Payment:**

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