



INTERNET & BDC PERFORMANCE IMPROVEMENT SEMINAR

WHO SHOULD ATTEND

This course is intended for Sales, Service Management and BDC or Internet Personnel.

DURATION

One Day – 9:30 a.m. to 3:30 p.m.

DATE

◆ Thursday, March 11, 2010

INVESTMENT

\$165 (*Member*) – **\$215** (*Associate Member*) **\$265** (*Non-Member*) includes:

- ◆ Continental Breakfast
- ◆ Hot and Cold Refreshments
- ◆ Lunch
- ◆ Participant Materials
- ◆ Job Aids
- ◆ Professional Facilitation

COURSE DESCRIPTION

REINVENTING YOUR BDC/INTERNET DEPARTMENTS—FROM BDC TO CRC

This seminar offers attendees the tools they need to create or transition to a new “Customer Relations Center (CRC)” that will zero in on the Customer’s needs and wants in the purchase and servicing of their vehicle. We will lay out the blueprint for their CRC, the Control Center for the dealership’s Sales and Service Departments. The attendees will take away from this session a complete understanding of how to sell and service more vehicles profitably with higher Customer retention and satisfaction. The attendees will leave this seminar with specific skills and materials, which will help create an atmosphere of cooperation in their facilities. Our goal is to transition from the conventional BDC to a more responsive and technologically advanced CRC. Participants will learn how to enhance Customer Relations, streamline processes and increase sales, consumer confidence and employee relations.

TOPICS COVERED INCLUDE

- ◆ Develop Phone and Internet Skills. Roll play scripted: *Phone, Internet, Sold Follow-up, Un-Sold Follow-up, Prospecting, CSI calls, Retention and Service Opportunities.*
- ◆ Gathering e-mail techniques, the most important piece of information you can get.
- ◆ Phone scripts and e-mail templates that deliver higher appointment rates.
- ◆ Developing a daily, seamless and consistent integration process with the Sales and Service Departments, starting with setting and keeping appointments.
- ◆ Understanding the importance of a well-maintained Website, Specials, Pictures, Comments and utilizing Social Websites.
- ◆ Are you 24/7? Understanding what your competition is doing with technology.
- ◆ Appointment Boards: Name in lights, making Customers feel special.
- ◆ Reduce the stress level of your Customers. Less stress equals profits, sales and referrals.
- ◆ Outline proper staffing, pay plans and processes that assure seamless integration.

**NJ CAR ACADEMY
INTERNET & BDC PERFORMANCE IMPROVEMENT
TRAINING SEMINAR**

DATE: MARCH 11, 2010 – THURSDAY

LOCATION: NJ CAR HEADQUARTERS
856 River Road
Trenton, NJ 08628

TIME: SEMINAR BEGINS AT 9:30 A.M. AND ENDS AT 3:30 P.M.
Seminar includes a Continental breakfast, lunch and refreshments.

COST: \$165 (MEMBER) \$215 (ASSOCIATE MEMBER) \$265 (NON-MEMBER)
Includes all required course materials

DIRECTIONS WILL BE FAXED UPON RECEIPT OF REGISTRATION AND PAYMENT

CANCELLATIONS MUST BE RECEIVED FIVE (5) DAYS PRIOR TO THE SEMINAR TO RECEIVE A REFUND.

Dealership Name: _____

Attendee Name: _____ Title: _____

E-Mail: _____

Attendee Name: _____ Title: _____

E-Mail: _____

Attendee Name: _____ Title: _____

E-Mail: _____

(Attach a Separate List of Attendees with Titles for Additional Multiple Attendees.)

Address: _____

City: _____ State _____ Zip Code _____

Phone: _____ Fax: _____ E-Mail: _____

PAYMENT INFORMATION:

Payment enclosed in the amount of \$ _____ (Payable to "NJ CAR")

Charge to the following **Credit Card:** CORPORATE PERSONAL

AMEX VISA MASTERCARD DISCOVER

Credit Card No.: _____ Exp. Date (Month/Year): ____/____

Cardholder Name: _____

Credit Card Billing Address: **SAME** as Corporate Address

I am an authorized user of the above-mentioned credit card and NJ CAR is authorized to charge this card the total amount due.

Cardholder Signature: _____

FORWARD COMPLETED REGISTRATION TO:

**NJ CAR, ATTN: CHRISTINE PHILLIPS
856 RIVER ROAD, TRENTON, NJ 08628 PHONE: 609.883.5056, EXT. 310 FAX: 609.883.1093
E-MAIL: CPhillips@NjCar.org**