



NEW & PRE-OWNED VEHICLE SALES PERFORMANCE IMPROVEMENT SEMINAR

WHO SHOULD ATTEND

Sales Professionals with less than Two (2) Years Experience.

DURATION

One Day – 9:30 a.m. to 3:30 p.m.

DATE

◆ Tuesday, March 16, 2010

INVESTMENT PER PERSON

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

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

COURSE DESCRIPTION

The retail automotive marketplace has been presented with tough challenges. It's no excuse to take shortcuts and short deals. In today's environment, great products and services no longer earn high margins—they simply get you in the door. What sells in this environment, where brand allegiance is virtually non-existent, is the expertise a salesperson brings to the table. It's not just product expertise that buyers are willing to pay a premium for—its sales expertise—the ability to create value in the product and real value in the sales process itself. Participants in this course have stated they are better prepared to close more deals and at higher gross profits.

TOPICS COVERED

Improve performance and profitability through:

- ◆ Road to the sale review.
- ◆ Effective qualifying to land buyers on the right car.
- ◆ Building excitement in the walk-around and demo drive.
- ◆ Understanding why each step of the process leads to the close.
- ◆ Discover when dealers are selling and when they are serving.
- ◆ Understanding the “practical use” walk-around process.
- ◆ Pleasant negotiating and closing.
- ◆ Follow-up skills needed for long-term customer retention.

NJ CAR ACADEMY
SALES PERFORMANCE IMPROVEMENT SEMINAR
FAX BACK REGISTRATION FORM

DATE: **MARCH 16, 2010 – TUESDAY**

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 PROVIDED UPON RECEIPT OF REGISTRATION FORM WITH PAYMENT.

CANCELLATIONS MUST BE RECEIVED FIVE (5) DAYS PRIOR TO THE COURSE OFFERING 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 and E-Mail Addresses for any Additional 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@NICAR.ORG