



SPECIAL EVENT

RECRUITING SEMINAR WITH ERIC CLAUBURG TUESDAY – SEPTEMBER 21, 2010

WHO SHOULD ATTEND

Dealer Principals, General Sales Managers, General Managers, Sales Managers, F&I Managers, Service and Parts Directors/Managers.

DURATION

Full Day – 9:30 a.m. to 3:30 p.m.

DATE

◆ TUESDAY, SEPTEMBER 21, 2010

INVESTMENT PER PERSON

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

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

COURSE DESCRIPTION

Join **ERIC CLAUBURG** of Clauburg and Associates, LLC for ***“Recruiting: The #1 Reason Why Dealerships Succeed or Fail,”*** a Seminar that will help you fill your dealership with the best staff possible. Hiring the right people can be a daunting task. At this seminar, you will learn not only the importance of proper recruiting, but how to:

- ◆ Attract solid candidates to your organization;
- ◆ Clearly define your open positions and who the right candidate would be;
- ◆ Figure out how your opportunity compares in the industry;
- ◆ Advertise and network for available candidates;
- ◆ Properly screen all incoming resumes;
- ◆ Properly qualify the candidates over the phone;
- ◆ Select the candidates you want to interview;
- ◆ Use proper interviewing techniques
- ◆ Make a timely and final hiring decision; and
- ◆ Structure a pay plan that will properly motivate a new hire to do exactly what you expect them to do in a clear and rewarding manner.
- ◆ Customer loyalty cannot be taught during the course of a one-day seminar; customer loyalty is a mindset. Managers attending this workshop will be taught exacting skills that promote customer loyalty. It is a seminar that clearly defines behaviors that managers and owners must demand from their employees.

**NJ CAR ACADEMY – SPECIAL EVENT
RECRUITING SEMINAR WITH ERIC CLAUBURG
FAX BACK REGISTRATION FORM**

DATE: **SEPTEMBER 21 – TUESDAY**

LOCATION: **NJ CAR HEADQUARTERS**
856 River Road
West 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 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 Additional Attendees.)

Address: _____

City/St/Zip: _____

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](mailto:CPhillips@NJCAR.ORG)