



## SALES PERFORMANCE IMPROVEMENT SEMINAR FOR NEW & PRE-OWNED VEHICLES WITH KEN CARLSON

### 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

◆ WEDNESDAY, OCTOBER 6, 2010

### INVESTMENT PER PERSON

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

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

### COURSE DESCRIPTION

With the economy continuing to struggle, it is critical to maximize your chances of closing a sale anytime you (*or one of your employees*) is speaking to a potential customer. In this difficult retail environment, with less customers walking through the door, we need to maximize every opportunity. Our customer-friendly, value-building sales process will not only help your newer sales people, but will also jump start your experienced sales staff, as well. We will provide you with innovative and effective ways to sell more cars and make more in gross profit. We will also show you how to differentiate your dealership and sales force from the competition.

Ken Carlson, who will lead this seminar, is an AFIP-certified trainer with 25 years of retail automotive experience, working as both a Sales and F&I Manager before beginning his career as a trainer. He has presented at the NADA Dealer Academy, as well as many state and dealership specific events.

### TOPICS COVERED

- ◆ **IMPROVE PERFORMANCE AND PROFITABILITY** by building value, rapport, confidence, trust and relationships.
- ◆ **ROLE PLAY** – Practicing new techniques provides the opportunity to “get it right” and instills confidence.
- ◆ **INTEGRATION ACTION PLAN** – Every seminar attendee will prepare an “action plan” that will include the areas of training they will implement upon their return to the dealership. This is proven to keep seminar attendees focused on utilizing the learned material to enhance their current sales process.

# NJ CAR ACADEMY – SALES PERFORMANCE IMPROVEMENT SEMINAR WITH KEN CARLSON FAX BACK REGISTRATION FORM

**DATE:**           **OCTOBER 6, 2010 – WEDNESDAY**

**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 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@NJCAR.ORG](mailto:CPHILLIPS@NJCAR.ORG)**