



F & I Resource Center

Sales Associate Training and Education
by Jan Kelly of Kelly Enterprises Inc.



CADA member dealers asked for it and your CADA F&I Resource Center delivers!

WHO: CADA Member Dealer Sales Associates (Rookies and veterans)

But, this isn't F&I training you say! Correct! However as we all know the deal always starts with the sales associate, and as many CADA member dealers have recently pointed out not enough time is spent in training your sales associates in ways to help build a stronger hand off to F&I and to help your customers have the best possible purchase experience, both of which drive bottom-line profits. This two day course is exactly what is needed to cover these important areas and much more.

WHAT: Course Content and Purpose Covered by Jan Kelly of Kelly Enterprises Inc.

Strategies and techniques will be introduced that are necessary to stay at the controls of the sales process and address the sales cycle missteps that prevent good salespeople from making the sale. Jan Kelly, President and principal consultant of Kelly Enterprises Inc., will utilize her twenty five plus years of industry experience to train these important areas. Jan's skills have been tested and sharpened by being an NADA approved and in-demand speaker for industry events like NADA, Dealer 20-Groups, and as a featured writer for industry publications such as F&I Management and Technology Magazine and AutoExec. Ms. Kelly travels throughout North America utilizing her industry knowledge, business acumen and operations background to help dealerships, manufacturers, and allied business partners build morale, streamline workflow and increase the bottom line. "Participants will be able to incorporate innovative sales tactics and proven best sales practices to increase gross profit" says Ms. Kelly via her web site. We agree this is one seminar you will want to save the dates for!

WHEN: Tuesday and Wednesday, October 16 and 17, 2007

- Day 1** *Prospecting* ~ Creative ways to expand your customer pipeline
- Web Tracks* ~ Turning cyber leads into brick & mortar customers
- Phone Scripts* ~ Increasing floor traffic with on-target messages

- Day 2** *Road to a \$ale* ~ 10 quick steps to the Sale and Success
- Negotiation* ~ Playing by the rules that let everyone win
- Getting Results* ~ the **S•M•A•R•T** approach to the numbers game



WHERE: William D. Barrow Building (CADA headquarters), 290 E. Speer Blvd, Denver CO. 80203



WHY: Bottom-line profits and positive CSI are extremely important in today's automotive industry!

Contact Chad Julius at 303-319-8039 or chad.julius@cadaonline.org today for more information and/or to reserve your spot for this CADA member only training!

*Your spot must be reserved by **October 5, 2007!** Don't delay.... call today and reserve your spot!

Brought to you by your CADA F&I Resource Center where we always have our member dealers best interest in mind, not our own!

REGISTRATION FORM



F & I Resource Center

**Sales Associate Training and Education
by Jan Kelly of Kelly Enterprises Inc.**



Tuesday and Wednesday, October 16 and 17, 2007

DATE/TIME:	8:30am to 4:30pm, <u>Tuesday, October 16, 2007</u> (Lunch included) 8:30am to 4:30pm, <u>Wednesday, October 17, 2007</u> (Lunch included)
LOCATION:	William D. Barrow Building, CADA Offices, 290 East Speer Blvd., Denver
WHO SHOULD ATTEND:	Owners/dealer principals, GSMs, sales leaders, sales associates, Internet sales associates
FYI:	Class max held to the first 30 CADA member dealer associates!

TO REGISTER, PLEASE RETURN THIS FORM ALONG WITH PAYMENT OF \$695*/1ST AND \$595/ADD'L ATTENDEE

**Includes hand-outs of presentation and lunch.*

CADA, 290 East Speer Blvd, Denver, CO 80203, Fax: 303.831.9100 [Checks payable to "CADA"]

Email: RSVP@cadaonline.org

Dealership Name _____ **City** _____

(1) Name _____ Title _____

E-mail _____ Phone _____ Fax _____

Credit Card #. _____ EXP _____
(Visa / Mastercard / American Express accepted)

Additional registrants from the same dealership (\$595/person):

(2) Name _____ Title _____

(3) Name _____ Title _____

--- CANCELLATION POLICY ---
CANCELLATIONS MUST BE RECEIVED FIVE DAYS PRIOR TO THE TRAINING SESSION

QUESTIONS: Chad M. Julius 303.319.8039 or
chad.julius@cadaonline.org

REGISTRATION RSVP@cadaonline.org

Jeremy Cottrell 303.831.1722 or
jeremy.cottrell@cadaonline.org



Colorado Automobile Dealers Association