



Greater New York
Automobile Dealers
Association

SPRING 2015 SEMINARS

FOR RETAIL AUTOMOTIVE DEALERS



SERVICE



SALES



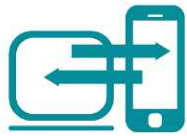
OFFICE



F&I



COMPLIANCE



DIGITAL RETAILING



COMMUNICATION



SAFEGUARDS



MANAGEMENT





Greater New York
Automobile Dealers
Association

WELCOME

Welcome to the spring 2015 semester of the Greater New York Automobile Dealers Association's Education & Training programs for the Retail Automotive Industry.

The Greater New York Automobile Dealers Association's Education & Training Programs play a critical role in preparing dealership professionals for the competitive challenges of the automotive retail industry. Our programs train new and seasoned professionals to improve the operations and profitability results within each department of the dealership.

Within this catalog, you will see that we've added plenty of new classes and updated many of our regular trainings to meet the challenges of doing business in today's social marketplace and data-driven economy.

Our team of instructors trains automotive professionals to improve operations, become more profitable, and help realize job potential by providing face-to-face, hands-on training in areas such as:

- BDC
- Digital Retailing
- Management
- Sales
- Compliance
- F&I
- Office Operations
- Service

To reserve your seat today, call the GNYADA Education & Training team directly at 718.640.2012, fax your registration form to 718.407.6970, or register online at www.autoedcenter.com/education/seminars.

All classes take place at The Center for Automotive Education & Training, located at 15-30 Petracca Place, Whitestone, NY 11357. We look forward to seeing you.



Robert Vail
Chairman



Mark Schienberg
President



Nick Toomey
Education Committee
Chairman

GNYADA SALES ACADEMY:

Learned a lot... Great!! [The instructor] presented well and the information package and slide show were very well organized. Learning how to slow down and get personal with the customer to learn their wants and needs was very helpful. Great instructor!!

Darnell Wiltshire, Sun Buick-GMC

SELLING SKILLS FOR SERVICE ADVISORS:

Would love to do this class again and bring my co-workers.

Emory Singletary, Fordham Toyota

MANAGING DIFFICULT PEOPLE:

First time going to a GNYADA seminar and really enjoyed it.

Kelly Ruppieko, Rallye Acura

BDC & SALES BOOT CAMP:

This was the best sales training I've ever been to and I've been to hundreds.

*Herman Anyangwe
Silver Star Motors*

CONTENTS



Seminars At-a-Glance/Calendar View	4
January Seminars	6
February Seminars	7
March Seminars	9
April Seminars	10
May Seminars	11
June Seminars	13
July Seminars	14
August Seminars	15
Meet the Instructors	16
Costs and Policies	17

AT-A-GLANCE

01
15

JANUARY

- Jan 15** Effective BDC Management Strategies
- Jan 21** High Gross Sales Training
- Jan 27** Streamline Your Marketing Costs:
Creating a Unified Marketing Message

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

02
15

FEBRUARY

- Feb 17** NYS DMV Certified Inspector Training and Exam
- Feb 18** From the Phone Call to the Appointment
- Feb 19** The Art of Internet Car Sales
- Feb 24** Improving Your Managerial Effectiveness
- Feb 25** Secrets of the Most Productive Salespeople
- Feb 26** OSHA Seminar

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

03
15

MARCH

- Mar 12** Are Your Customers Hearing What You Are Saying?
- Mar 17** Mastering the F&I Presentation
- Mar 18** Service Advisor Training:
The Link between the Customer and Service Department
- Mar 19** BDC & Sales Boot Camp
- Mar 25** Dealer Data Security: Are You Protected?

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

04
15

APRIL

- Apr 16** Receptionist Training
- Apr 21** Advanced Management Skills and Techniques
- Apr 22** Maximize Profits in Pre-Owned Vehicles
- Apr 23** The Dos and Don'ts of Automotive Billing

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

05
15

MAY

- May 7** Control the Selling Process & Win the Sale
- May 12** Setting Up a Profitable BDC and Internet Sales Team
- May 13** ERP Spring Seminar:
Addressing the Future for Union and Non-Union Dealerships
- May 20** Integrity & Profitability of F&I
- May 20 & 21** GNYADA Sales Academy

S	M	T	W	T	F	S
						1
				7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

06
15

JUNE

- Jun 10** Managing Difficult People
- Jun 17** Service Advisor Training:
The Link between the Customer and Service Department
- Jun 18** High Gross Sales Training

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

07
15

JULY

- Jul 14** Eliminating Roadblocks to Closing the Sale
- Jul 15** BDC & Sales Boot Camp
- Jul 16** The 5 "C"s of High Performing Teams

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

08
15

AUGUST

- Aug 11** The Dos and Don'ts of Automotive Billing
- Aug 12** Mastering the F&I Presentation
- Aug 13** Tactical Database Marketing

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

COURSE DESCRIPTIONS

JANUARY

EFFECTIVE BDC MANAGEMENT STRATEGIES

Essential techniques for coaching your BDC to deliver higher performance and better results.



Presented by Mark Rodriguez, Auto Client Care, Inc.

Date: Thursday, January 15, 2015 | Time: 10:00am-4:00pm | Member Fee: \$125.00

The seminar will teach Managers how get BDC reps to increase performance and raise customer satisfaction. Learn the strategies and methods you need to manage the activities of the BDC Department, including training techniques, goal setting, and accountability. Go back to your dealership with the confidence, the skills, and an action plan to make an immediate impact on your BDC Department.

HIGH GROSS SALES TRAINING

Gross profit: It is yours to keep or give away.



Presented by Ken Carlson, Manage-Rite, Inc.

Date: Wednesday, January 21, 2015 | Time: 10:00am-4:00pm | Member Fee: \$125.00

This seminar will teach salespeople to present numbers to customers with confidence, be positive, and have consumers enthusiastic about the great deal you're giving them. This powerful one-day advanced sales training will expose your seasoned veterans (and rookies) to proven techniques that sell more cars and create higher gross profit. This is a can't-miss opportunity for anyone on your sales floor not reaching 100% of their potential every month.

STREAMLINE YOUR MARKETING COSTS: CREATING A UNIFIED MARKETING MESSAGE NEW

Learn how to maximize your marketing spend to drive more customers to your store.



Presented by Glenn Pasch, PCG Digital Marketing

Date: Tuesday, January 27, 2015 | Time: 10:00am-1:00pm | Member Fee: \$85.00

This seminar will teach dealers to change their focuses regarding their marketing efforts and speak in terms of a Unified Marketing Message. Marketing silos are killing your business. Dealerships spend thousands upon thousands of dollars on marketing messages each month. The problem is that traditional marketing is not tied to digital marketing which is not tied to on-site marketing.



FEBRUARY

NYS DMV CERTIFIED INSPECTOR TRAINING & EXAM

Become a Certified Motor Vehicle Inspector



Presented by Larry Levine, NYS DMV Office of Technical Services and Clean Air

Date: Tuesday, February 17, 2015 | Time: 8:00am-1:00pm | Member Fee: \$150.00*

Required Class and Exam for Service Technicians looking to perform DMV Inspections in New York. Learn the NYS Department of Motor Vehicles' process and requirements to properly inspect vehicles. The class is immediately followed by the certification exam. You will leave with a temporary certificate to begin inspecting vehicles contingent on a passing grade on the exam. Space is limited. Only 30 seats available.

**This class also requires a \$25 check or money order payable to the Commissioner of Motor Vehicles*

FROM THE PHONE CALL TO THE APPOINTMENT

Strategies to get more customers into your dealership



Presented by Mark Rodriguez, Auto Client Care, Inc.

Date: Wednesday, February 18, 2015 | Time: 10:00am-1:00pm | Member Fee: \$85.00

This seminar is loaded with strategies and techniques that will get you calling customers with confidence and belief. Learn how to generate more leads, set up more appointments, and deliver great customer service over the phone. In this half-day, must-attend workshop, we'll cover all of the essential telephone skills you need to handle new and pre-owned prospect calls. We'll listen in on and assess LIVE phone shops during this highly engaging workshop.

THE ART OF INTERNET CAR SALES NEW

Become a leader in this ever-changing, rapidly expanding business called "Internet Car Sales."



Presented by Sean V. Bradley, Dealer Synergy

Date: Thursday, February 19, 2015 | Time: 10:00am-4:00pm | Member Fee: \$125.00

This class is full of techniques to drive traffic from your website into your dealership. Internet car shoppers are not necessarily looking for a cheaper price. But they are most certainly looking for an alternative shopping experience. Most of you spend very little, if any, time on selling vehicles over the Internet. The real sale happens in the dealership. But every exchange between buyer and seller prior to that sale can be done online. Learn to electronically communicate with customers with the purpose of getting them to come to the dealership ready to buy.

IMPROVING YOUR MANAGERIAL EFFECTIVENESS

Develop proactive approaches to meet complex challenges with your team.



Presented by Bill McAndrews, William D. McAndrews & Associates

Date: Tuesday, February 24, 2015 | Time: 10:00am-1:00pm | Member Fee: \$85.00

The focus of this seminar is on knowing yourself and how your behavior affects your own effectiveness and the actions of your team. Learn key components of team dynamics and how understanding your values, strengths, and weaknesses can lead to a more effective style of management and overall team performance. The focus is on knowing how actions affect your managers' effectiveness and the actions of the team as a whole.

FEBRUARY

SECRETS OF THE MOST PRODUCTIVE SALESPEOPLE **NEW**

Are you focusing your efforts on the most important priorities to increase sales?



Presented by Frank Phillips, FCP-Sales Masters

Date: Wednesday, February 25, 2015 | Time: 10:00am-4:00pm | Member Fee: \$125.00

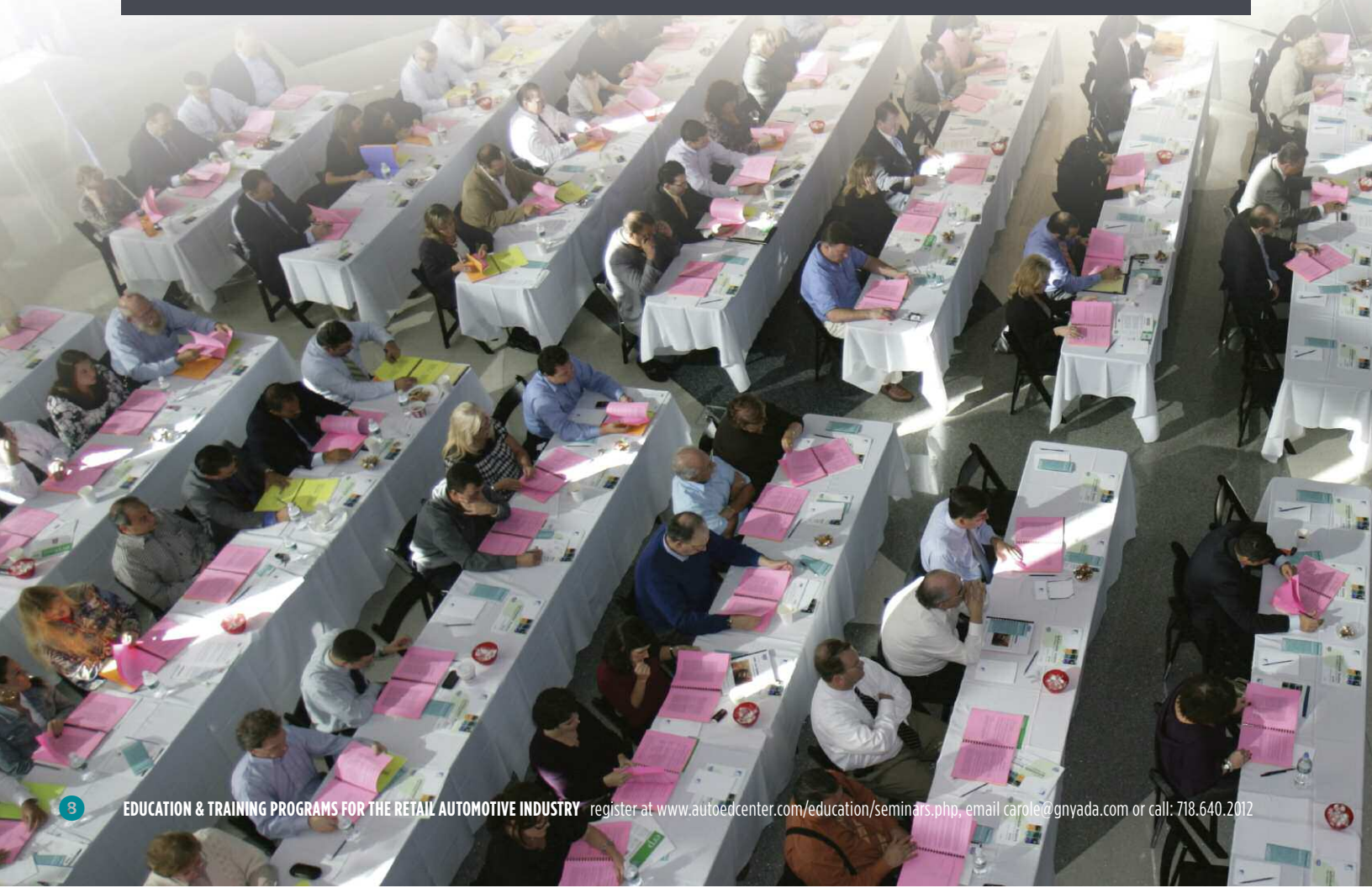
This class is packed with techniques to make a salesperson's workday more productive. For salespeople, there's plenty of opportunity to tighten up processes, workflow, and general efficiency. In this class, salespeople will learn to manage key priorities they need to focus on to increase day-to-day productivity and their bottom line.

OSHA SEMINAR Presented by GNYADA's Employee Relations Plan



Date: Wednesday, February 26, 2015 | Time: 8:30am-10:30am | FREE for ERP members

The Greater New York Automobile Dealers Association presents this annual seminar to provide an executive overview on the latest OSHA regulatory changes. This year's seminar topics include the new GHS labeling standards, Hazcom, Injury & Illness prevention (I2P2), record-keeping, training best practices as well as New York State specific impact. Also learn about the Top 10 OSHA Violations, the OSHA Audit Inspection Process, best practices and tools you can use to prepare should your dealership be faced with an audit.



MARCH

ARE YOUR CUSTOMERS HEARING WHAT YOU ARE SAYING? **NEW**

Learn communication styles that effectively reach your customers to make sure your messages are set up for success and don't get deleted.



Presented by Glenn Pasch, PCG Digital Marketing

Date: Thursday, March 12, 2015 | Time: 10:00am-1:00pm | Member Fee: \$85.00

This class teaches the different communication styles of your customers and how to tailor your message to them. Your team communicates with your customers each day, many times with the same approach. The problem is that there are four different types of communication styles out there. If you do not know them, how can you communicate effectively?

MASTERING THE F&I PRESENTATION

From Greeting to Signature: A step-by-step guide to increasing F&I sales for your dealership.



Presented by Ken Carlson, Manage-Rite, Inc.

Date: Tuesday, March 17, 2015 | Time: 10:00am-4:00pm | Member Fee: \$125.00

Learn to build a rapport, eliminate wasted time, arrange menu options in a way that serves you and your customers, and manage documents to ensure compliance. F&I Managers will learn to quickly discover customer needs, demonstrate how a particular product will benefit a particular customer, and overcome objections, while enhancing the customer's F&I experience. From the showroom to the service drive to the F&I office, learn how a few creative ideas can help drive additional F&I sales for your dealership.

SERVICE ADVISOR TRAINING: THE LINK BETWEEN THE CUSTOMER AND SERVICE DEPT **UPDATED**



Service advisors must master customer concerns, and learn to put the most difficult sales objections to rest.

Presented by Frank Phillips, FCP-Sales Masters

Date: Wednesday, March 18, 2015 | Time: 10:00am-4:00pm | Member Fee: \$125.00

The seminar will teach service advisors how to achieve peak performance, increase sales, and raise customer satisfaction. In this day of intense competition, it has become vital that service advisors take their selling skills to an advanced level. Service advisors will learn how to overcome common objections, including telephone closing techniques, building CSI, handling difficult customers, and much, much more.

BDC & SALES BOOT CAMP **UPDATED**

What to say and how to say it to get more customers in your dealership.



Presented by Mark Rodriguez, Auto Client Care, Inc.

Date: Thursday, March 19, 2015 | Time: 10:00am-4:00pm | Member Fee: \$125.00

This seminar is loaded with phone strategies guaranteed to get better results from your BDC. Our *BDC & Sales Boot Camp* will turn your BDC around, invigorate your people, engage your staff, and double their production. Learn what to say, how to say it, why to say it a certain way, and most importantly, what the client hears. This technique training is then coupled with LIVE phone calls.

COURSE DESCRIPTIONS

MARCH

NEW! DEALER DATA SECURITY: ARE YOU PROTECTED?

Dealerships have every piece of information a hacker needs to hijack a person's life making them prime targets. Are you protected?



Presented by Bradley Miller, Legal and Regulatory Affairs - NADA

Date: Wednesday, March 25, 2015 | **Time: 9:30am-12:30pm** | **FREE for GNYADA members**

This seminar is an essential seminar for dealerships of all sizes and will empower attendees with the knowledge to move towards compliance. Many dealerships are still wrestling with how to protect their customers' sensitive data. This seminar covers a series of regulatory, business, franchise, and practical issues for dealers with respect to their data; how do they protect it, share it responsibly, what responsibilities do they have, what is happening with it that they may not be aware of, implication of manufacturer programs, and more.

COURSE DESCRIPTIONS

APRIL

RECEPTIONIST TRAINING

First impressions are critical. Is your receptionist portraying the image you want?



Presented by Mark Rodriguez, Auto Client Care, Inc.

Date: Thursday, April 16, 2015 | **Time: 10:00am-1:00pm** | **Member Fee: \$85.00**

Receptionists will learn to manage people, problems, and priorities, and they will understand how to become an indispensable member of the dealership. Receptionists are the gatekeepers to your dealership and usually the first point of contact for prospects and customers. Receptionists will learn to direct calls with proper etiquette, maintain a professional image when greeting customers, manage multiple tasks with ease, and much more.

ADVANCED MANAGEMENT SKILLS & TECHNIQUES

Develop proactive approaches to meet the complex challenges of your team.



Presented by Bill McAndrews, William D. McAndrews & Associates

Date: Tuesday, April 21, 2015 | **Time: 10:00am-1:00pm** | **Member Fee: \$85.00**

This seminar focuses on the actions that affect your effectiveness as a manager, your team's performance, and ultimately the dealership's profitability. *Advanced Management Skills & Techniques* is designed for the more senior manager looking for an essential set of abilities, skills, and tools that will enable him or her to achieve a qualitative improvement in their or their team's performance. Learn key components of team dynamics and how individual goals, values, strengths, and weaknesses can lead to a more effective style of management, which will improve overall team performance.

COURSE DESCRIPTIONS

APRIL

MAXIMIZE PROFITS IN PRE-OWNED VEHICLES **UPDATED**

Most customers do research before they buy... are you doing yours?



Presented by Frank Phillips, FCP-Sales Masters

Date: Wednesday, April 22, 2015 | Time: 10:00am-4:00pm | Member Fee: \$125.00

This seminar is loaded with tips guaranteed to put your used vehicle department on the road to greater profitability. The opportunity is BIG. Effectively managing your used vehicle inventory is the ultimate goal of any used vehicle department. Explore the strategies, processes, and functions that will transform your used vehicle department into a profit-producing powerhouse. Attendees will learn strategies on proper approaches to managing used-vehicle inventory, knowing the purchases that will get you the quickest turnaround, how to buy pre-owned vehicles at the best price, and when you should make the decision to wholesale aged inventory.

THE DOs AND DON'Ts OF AUTOMOTIVE BILLING **UPDATED**

Learn the essential steps to becoming an efficient and effective biller.



Presented by Jean Marie Rugg, General Manager DMV-Direct

Date: Thursday, April 23, 2015 | Time: 10:00am-4:00pm | Member Fee: \$125.00

UPDATED WITH ALL THE NEW DMV REGULATIONS. After attending this seminar, you'll experience a faster, more accurate billing process. Billers will learn to properly complete the necessary paperwork for processing a motor vehicle deal - from stocking through completion of the title and registration process. This is a hands-on class that will have attendees performing the necessary steps to process DMV paperwork - all under the supervision of a knowledgeable trainer. Attendees will learn how to complete essential registration and title documents (MV-50, MV-82, MV-103), calculate the right amount of sales tax, and perform in-transit permit processing. What's more, billers will be trained on how to properly handle many other responsibilities that will come across their desk. Each attendee will receive a complete reference manual to take back to the dealership.

COURSE DESCRIPTIONS

MAY

CONTROL THE SELLING PROCESS & WIN THE SALE **NEW**

Learn the tools, techniques, and tactics needed to close more deals.



Presented by Mark Rodriguez, Auto Client Care, Inc.

Date: Thursday, May 7, 2015 | Time: 10:00am-4:00pm | Member Fee: \$125.00

Whether you are new to sales or have years of experience, this seminar will provide you with the tools you need to develop a sales process that produces results. This class guides attendees through successful process-based selling with a detailed, systematic approach to each of the steps in the sales process, from lead management to closing the deal. Control the Selling Process & Win the Sale will teach participants to take more proactive control of your customers and their buying process, take what they know about sales and streamline it into an effective selling system, build and execute effective prospecting plans, and much more.

SETTING UP A PROFITABLE BDC & INTERNET SALES TEAM NEW



What you need to know to develop and grow a profitable BDC/Internet Department at your dealership.

Presented by Sean V. Bradley, Dealer Synergy

Date: Tuesday, May 12, 2015 | Time: 10:00am-4:00pm | Member Fee: \$125.00

This session teaches you how to create a long-lasting, successful Business Development Center that truly drives sales and increases profit. Everyone is looking for the answer, the answer to how do I set up my BDC/Internet Department to make the greatest return on investment? This class will give you the answer and teach you the steps to make these departments more profitable.

ERP SPRING SEMINAR: Addressing the Future for Union and Non-Union Dealerships



Presented by GNYADA's Employee Relations Plan

Date: Wednesday, May 13, 2015 | Time: 9:00am-12:00pm | FREE for ERP members

Topic: Understanding and Applying the NLRB's Recent Decisions on Employee Handbooks, Work Rules and Policies This seminar shows you how to avoid costly fines, penalties and employee lawsuits while preserving your right to manage the workplace in a profitable manner. Several recent National Labor Relations Board decisions have changed the labor law landscape for union and non-union employers. This seminar gives both union and non-union employers practical guidance on how to bring their work rules and policies into compliance with the NLRB's recent decisions.

INTEGRITY & PROFITABILITY OF F&I NEW



Learn to maintain compliance while generating revenue in a legal, ethical manner.

Presented by Judy Vann Karstadt, JV Solutions LLC

Date: Wednesday, May 20, 2015 | Time: 10:00am-4:00pm | Member Fee: \$125.00

This seminar discusses how compliance and ethics are critical elements of the F&I process. F&I profitability is a product of complete integrity. Customers buy from your dealership not only because you sell what they need or want; they buy from you because they trust you. Learn to handle every transaction honestly and in total compliance with the law.

GNYADA SALES ACADEMY UPDATED



Covering every phase of the selling process, from prospecting to delivery.

Presented by Ken Carlson, Director of Training for Manage-Rite, Inc.

Date: May 20 & May 21, 2015 | Time: 10:00am-4:00pm BOTH DAYS | Member Fee: \$149.00

This seminar is bursting with surefire techniques to help you close more deals. Salespeople will start selling cars right away with this intensive introduction to automotive retailing. This thorough, highly interactive two-day GNYADA Sales Academy will equip you with the tools and techniques you need to improve your performance and achieve success.

MANAGING DIFFICULT PEOPLE **UPDATED**

Never again fall victim to those who make life miserable for the rest of us.



Presented by Bill McAndrews, William D. McAndrews & Associates

Date: Wednesday, June 10, 2015 | Time: 10:00am-1:00pm | Member Fee: \$85.00

This seminar is packed with practical tips guaranteed to make managing difficult people easier! Learn strategies for getting adversaries to cooperate, bullies to back off, wallflowers to open up, and chronic complainers to quiet down. Knowing how to deal with difficult people at work will allow you to approach your staff with greater confidence.

SERVICE ADVISOR TRAINING: THE LINK BETWEEN THE CUSTOMER AND SERVICE DEPT **UPDATED**

Service advisors must master customer concerns and put the most difficult sales objections to rest.



Presented by Frank Phillips, FCP-Sales Masters

Date: Wednesday, June 17, 2015 | Time: 10:00am-4:00pm | Member Fee: \$125.00

The seminar will teach service advisors how to achieve peak performance, increase sales, and raise customer satisfaction. In this day of intense competition, it has become vital that service advisors take their selling skills to an advanced level. Service advisors will learn how to overcome common objections, including telephone closing techniques, building CSI, handling difficult customers, and much, much more.

HIGH GROSS SALES TRAINING

Gross profit: It is yours to keep or give away.



Presented by Ken Carlson, Manage-Rite, Inc.

Date: Thursday, June 18, 2015 | Time: 10:00am-4:00pm | Member Fee: \$125.00

This seminar will teach salespeople to present numbers to customers with confidence, be positive, and have consumers enthusiastic about the great deal you're giving them. This powerful one-day advanced sales training will expose your seasoned veterans (and rookies) to proven techniques that sell more cars and create higher gross profit. This is a can't-miss opportunity for anyone on your sales floor not reaching 100% of their potential every month.

ELIMINATING ROADBLOCKS TO CLOSING THE SALE

Things every sales superstar knows.



Presented by Frank Phillips, FCP-Sales Masters

Date: Tuesday, July 14, 2015 | Time: 10:00am-4:00pm | Member Fee: \$125.00

This seminar focuses on closing more negotiations, more effectively. Closing and negotiating are not isolated events that only happen at the end of a sale. They both happen during virtually every phone call and meeting with a customer. This session is designed to help salespeople learn to effectively resolve customer issues, overcome objections, close without being pushy, and apply proven negotiation strategies and tactics.

BDC & SALES BOOT CAMP **UPDATED**

What to say and how to say it to get more customers in your dealership.



Presented by Mark Rodriguez, Auto Client Care, Inc.

Date: Wednesday, July 15, 2015 | Time: 10:00am-4:00pm | Member Fee: \$125.00

This seminar is loaded with phone strategies guaranteed to get better results from your BDC. Our *BDC & Sales Boot Camp* will turn your BDC around, invigorate your people, engage your staff, and double their production. Learn what to say, how to say it, why to say it a certain way, and most importantly, what the client hears. This technique training is then coupled with LIVE phone calls.

THE 5 “C”s OF HIGH PERFORMING TEAMS **NEW**

You cannot afford to keep spending money to drive traffic to your dealership only to have your employees blow up the deal.



Presented by Glenn Pasch, PCG Digital Marketing

Date: Thursday, July 16, 2015 | Time: 10:00am-1:00pm | Member Fee: \$85.00

This seminar will get your team to have a significant impact on achieving goals and building business. Too often dealerships fail because their employees are not working as an effective team. It is a “Looking out for myself” mentality. Learn the tools to create efficient, highly motivated and productive teams in any department of your dealership.



AUGUST



THE DOs AND DON'Ts OF AUTOMOTIVE BILLING **UPDATED**

Learn the essential steps to becoming an efficient and effective biller.



Presented by Jean Marie Rugg, General Manager DMV-Direct

Date: Tuesday, August 11, 2015 | Time: 10:00am-4:00pm | Member Fee: \$125.00

UPDATED WITH ALL THE NEW DMV REGULATIONS. After attending this seminar you'll experience a faster, more accurate billing process. Learn to properly complete the necessary paperwork for processing a motor vehicle deal – from stocking through completion of the title and registration process. Each attendee will receive a complete reference manual to take back to the dealership.

MASTERING THE F&I PRESENTATION

From Greeting to Signature: A step-by-step guide to increasing F&I sales for your dealership.



Presented by Ken Carlson, Manage-Rite, Inc.

Date: Wednesday, August 12, 2015 | Time: 10:00am-4:00pm | Member Fee: \$125.00

Learn to build rapport, eliminate wasted time, arrange menu options in a way that serves you and your customers, and manage documents to ensure compliance. F&I Managers will learn to quickly discover customer needs, demonstrate how a particular product will benefit a particular customer, and overcome objections, while enhancing the customer's F&I experience. From the showroom to the service drive to the F&I office, learn how a few creative ideas can help drive additional F&I sales for your dealership.

TACTICAL DATABASE MARKETING **NEW**

Target your marketing efforts to get the best results.



Presented by Jill Levy, Marketing Consultant, Naked Lime Marketing

Date: Thursday, August 13, 2015 | Time: 10:00am-1:00pm | Member Fee: \$85.00

This seminar will teach you how to use all that customer data you've been collecting to drive sales and increase profits in sales, service, and parts. When was the last time your customers were in for service? Has it been more than a year? Two years? Does that customer still own that car? Recapture your lost customers with targeted and relevant messages sent through the right channel at the right time.

MEET THE INSTRUCTORS



Sean V. Bradley is a top automotive trainer and consultant and is one of the most sought after experts for Internet Sales, Business Development, and Digital Marketing. Sean learned the business from the ground up, holding many positions at dealerships such as Sales Manager, Internet Sales Manager, Special Finance Manager, and Business Development Director.



Ken Carlson is Director of Training for Manage-Rite, Inc., Automotive Training Division. He has over 28 years of retail automotive experience and is AFIP Certified (Senior). Ken has conducted seminars for Sales, F&I, Sales Management, After Sale, and Service Manager/Advisor personnel for dealer associations throughout the United States.



Randy Henrick is Dealertrack's Associate General Counsel for regulatory and compliance matters. He authors Dealertrack's annual Compliance Guide and writes articles that appear in numerous legal and auto industry journals such as *Dealer* magazine as well as articles and video blogs on www.thecomplianceguide.com.



Larry Levine works as a Technical Analyst with the New York State Department of Motor Vehicles Office of Technical Services and Clean Air. His current position involves assisting in the analysis and evaluation of emissions inspection programs and as a troubleshooter for the NYVIP II inspection program.



Jill Levy literally grew up in the car business. Jill started her career while in high school working part-time in Long Island auto dealerships. After college, Jill worked for a variety of dealerships as a DMS and BDC Director. She now works as a marketing consultant in Reynolds and Reynolds Naked Lime Marketing division.



William McAndrews is a business advisor providing guidance in strategy development and implementation, marketing services, organizational tactics, and management solutions. Bill also provides leadership coaching and mentoring, as well as assisting organizations with day-to-day management issues.



Bradley Miller is associate director of NADA Legal and Regulatory Affairs. He represents dealer interests before numerous federal agencies, and educates dealers on regulations promulgated by those agencies. He reports on regulatory developments in several association publications and serves as a primary staff advisor to NADA's Regulatory Affairs Committee.



Glenn Pasch is a speaker, writer, coach and operations strategist as well as a customer service fanatic. Glenn has more than 20 years of experience with a proven track record of leading diverse teams of professionals to new levels of achievement in a variety of highly competitive and fast-paced markets.



Frank Phillips has more than 40 years in the automotive industry, including the position of sales trainer for Worldwide VW, Porsche and Audi Eastern. Frank started FCP-Sales Masters conducting seminars and classes throughout the U.S. and Canada for dealerships, dealer associations and manufacturers and has been conducting classes for GNYADA since 1991.



Mark Rodriguez is founder and president of Auto Client Care, Inc., a leading automotive sales and sales management training organization. With over 20 years combined automotive retail and training experience, Mark specializes in training and coaching personnel from all departments to deliver world class customer excellence and has instructed some of the most well-attended GNYADA seminars.



Jean Marie Rugg is General Manager of DMV-Direct, a division of GNYADA. Jean offers substantial knowledge in the titling and registration of vehicles in New York State, as well as many other states around the country. Her hands-on experience as an automotive biller enables her to explain laws and procedures in terms that dealership employees instantly understand.



Judy Vann Karstadt has nearly three decades experience in the retail auto industry, and specializes in training for sales and marketing, F&I, and management. Judy is an AFIP Accredited Facilitator for the AFIP Certification Program and has taken hundreds of F&I managers through the program.

COSTS & POLICIES

To reserve your seat today, or if you have any questions, contact the GNYADA Education & Training Team.



center for
automotive
education
& training

GNYADA EDUCATION & TRAINING TEAM

Edward P. Gazzillo,
Vice President of
Education & Communications
Ed@gnyada.com | 718.746.5900

Carole Rogner,
Professional Development Coordinator
Carole@gnyada.com | 718.640.2012

Registration:

Register online at www.autoedcenter.com/education, call the GNYADA Education & Training team directly at 718.640.2012, or fax a registration form to 718.407.6970.

Registration Fees:

Classes vary in cost. However, most courses are \$85 or \$125 for dues-paying GNYADA Members. Registration fees cover comprehensive course materials and refreshments. Nonmembers who are interested in attending any of these courses, please call 718.640.2012 for rates.

How to Pay:

Member dealerships are billed upon registration. Nonmember dealerships are required to pay fees before the start of the class. Please call 718.640.2012 for payment information.

Professional Automotive Education (PAE) Points:

For every dollar a GNYADA member dealership spends on seminars at the Center for Automotive Education & Training it will earn one PAE Point. Once a dealership accumulates 1,000 PAE Points, it will be rewarded one free seminar for one person. To learn more about the PAE program or to find out how many PAE points you have, contact Carole Rogner at Carole@gnyada.com.

Cancellations:

If you cannot attend, you may send a substitute or receive full credit toward a future enrollment. For cancellations made three or more business days before the event, you may request a refund. If a registration is cancelled less than three business days prior to a seminar or the participant doesn't show up, the seminar registration fees are not refundable.



**ALL SEMINARS TAKE PLACE AT THE CENTER FOR AUTOMOTIVE EDUCATION & TRAINING
LOCATED AT 15-30 PETRACCA PLACE, WHITESTONE, NY 11357**

A DIVISION OF



**Greater New York
Automobile Dealers
Association**

**GNYADA CHAIR
ROBERT VAIL**

**GNYADA PRESIDENT
MARK SCHIENBERG**

**EDUCATION COMMITTEE
NICK TOOMEY - CHAIR
LEE CERTILMAN
SUZANNE COCHRANE
JOHN DONALDSON
IRWIN GARSTEN
ROBERT KNAPP
JOHN LASORSA
GARY SCHIMMERLING**

**VICE PRESIDENT OF EDUCATION & COMMUNICATIONS
EDWARD P. GAZZILLO**

**PROFESSIONAL DEVELOPMENT COORDINATOR
CAROLE ROGNER**

The Greater New York Automobile Dealers Association (GNYADA) represents franchised new car and truck dealers in Putnam, Orange, Dutchess, Westchester, Rockland, New York City, and Long Island. Our members sell, lease, and service new and used cars and trucks. GNYADA also owns and manages the New York International Automobile Show, the oldest and largest-attended auto show in North America.

18-10 Whitestone Expressway, Whitestone, NY 11357 | 718.746.5900 | Fax 718.746.5557 | www.gnyada.com



EDUCATION & TRAINING PROGRAMS FOR THE RETAIL AUTOMOTIVE INDUSTRY

Registration Form

Please print clearly

Dealership: _____

First Name: _____ Last Name: _____

Dealership Position: _____

Dealership Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

(please check appropriate rate, fill in number of attendees and multiply for subtotal)

GNYADA SEMINAR	DATE(S)	MEMBER FEE	NON-MEMBER FEE	ATTENDEES	SUBTOTAL
Effective BDC Management Strategies	Jan. 15	<input type="checkbox"/> \$125	<input type="checkbox"/> \$250	_____	\$ _____
High Gross Sales Training	Jan. 21	<input type="checkbox"/> \$125	<input type="checkbox"/> \$250	_____	\$ _____
Streamline Your Marketing Costs	Jan. 27	<input type="checkbox"/> \$85	<input type="checkbox"/> \$150	_____	\$ _____
NYS DMV Certified Inspector Training & Exam	Feb. 17	<input type="checkbox"/> \$150 plus \$25 to NYS DMV (please call)		_____	\$ _____
From the Phone Call to the Appointment	Feb. 18	<input type="checkbox"/> \$85	<input type="checkbox"/> \$150	_____	\$ _____
The Art of Internet Car Sales	Feb. 19	<input type="checkbox"/> \$125	<input type="checkbox"/> \$250	_____	\$ _____
Improving Your Managerial Effectiveness	Feb. 24	<input type="checkbox"/> \$85	<input type="checkbox"/> \$150	_____	\$ _____
Secrets of the Most Productive Salespeople	Feb. 25	<input type="checkbox"/> \$125	<input type="checkbox"/> \$250	_____	\$ _____
Are Your Customers Hearing What You Are Saying?	Mar. 12	<input type="checkbox"/> \$85	<input type="checkbox"/> \$150	_____	\$ _____
Mastering the F&I Presentation	Mar. 17	<input type="checkbox"/> \$125	<input type="checkbox"/> \$250	_____	\$ _____
Service Advisor Training	Mar. 18	<input type="checkbox"/> \$125	<input type="checkbox"/> \$250	_____	\$ _____
BDC & Sales Boot Camp	Mar. 19	<input type="checkbox"/> \$125	<input type="checkbox"/> \$250	_____	\$ _____
Receptionist Training	Apr. 16	<input type="checkbox"/> \$85	<input type="checkbox"/> \$150	_____	\$ _____
Advanced Management Skills and Techniques	Apr. 21	<input type="checkbox"/> \$85	<input type="checkbox"/> \$150	_____	\$ _____
Maximize Profits in Pre-Owned Vehicles	Apr. 22	<input type="checkbox"/> \$125	<input type="checkbox"/> \$250	_____	\$ _____
The Dos and Don'ts of Automotive Billing	Apr. 23	<input type="checkbox"/> \$125	<input type="checkbox"/> \$250	_____	\$ _____
Control the Selling Process & Win the Sale	May 7	<input type="checkbox"/> \$125	<input type="checkbox"/> \$250	_____	\$ _____
Setting Up a Profitable BDC & Internet Sales Team	May 12	<input type="checkbox"/> \$125	<input type="checkbox"/> \$250	_____	\$ _____
Integrity & Profitability of F&I	May 20	<input type="checkbox"/> \$125	<input type="checkbox"/> \$250	_____	\$ _____
GNYADA Sales Academy	May 20 & 21	<input type="checkbox"/> \$149	<input type="checkbox"/> \$300	_____	\$ _____
Managing Difficult People	Jun. 10	<input type="checkbox"/> \$85	<input type="checkbox"/> \$150	_____	\$ _____
Service Advisor Training	Jun. 17	<input type="checkbox"/> \$125	<input type="checkbox"/> \$250	_____	\$ _____
High Gross Sales Training	Jun. 18	<input type="checkbox"/> \$125	<input type="checkbox"/> \$250	_____	\$ _____
Eliminating Roadblocks to Closing the Sale	Jul. 14	<input type="checkbox"/> \$125	<input type="checkbox"/> \$250	_____	\$ _____
BDC & Sales Boot Camp	Jul. 15	<input type="checkbox"/> \$125	<input type="checkbox"/> \$250	_____	\$ _____
The 5 "C"s of High Performing Teams	Jul. 16	<input type="checkbox"/> \$85	<input type="checkbox"/> \$150	_____	\$ _____
The Dos and Don'ts of Automotive Billing	Aug. 11	<input type="checkbox"/> \$125	<input type="checkbox"/> \$250	_____	\$ _____
Mastering the F&I Presentation	Aug. 12	<input type="checkbox"/> \$125	<input type="checkbox"/> \$250	_____	\$ _____
Tactical Database Marketing	Aug. 13	<input type="checkbox"/> \$85	<input type="checkbox"/> \$150	_____	\$ _____

Total Due \$ _____

To register, complete form and fax to: 718.407.6970

For information or to register for Dealer Services seminars not listed, contact susan@gnyada.com or call 718.746.5900