

Welcome

The Greater New York Automobile Dealers Association is pleased to present its 2015-2016 calendar of education and training opportunities. The included programs reflect the latest advances in automotive retailing, providing dealership employees with the knowledge and skill that today's social marketplace and data-driven economy demands.

Our diverse team of instructors helps automotive professionals improve operations, become more profitable and realize their job potential, through interactive, face-to-face training in areas such as:

- Business development
- Digital marketing
- Franchise law
- Labor law
- OSHA compliance
- Service
- Data protection
- Finance and insurance
- Healthcare reform
- Employee management
- Sales
- Tax compliance

GNAYDA has been providing education and training programs to its members for nearly thirty years. And we're constantly updating and expanding our offerings. This year, we've added presentations from Disney, Facebook and AFIP:

From Social Objectives to Business Objectives

Presented by Trace Przybylowicz, Global Marketing Solutions, Facebook
Wednesday, February 24, 2016

Franchised New Vehicle AFIP Certification Class and Exam

Presented by Judy Vann Karstadt, JV Solutions LLC.
Tuesday, March 08, 2016

Disney's Approach to Quality Service

Presented by the Disney Institute
Wednesday, April 13, 2016

All areas of dealership personnel can benefit from increased knowledge and updated skills. Please reference this catalog when planning and making decisions about your dealership training needs.

We look forward to seeing you at our Center for Automotive Education and Training.



ROBERT VAIL
CHAIRMAN



MARK SCHIENBERG
PRESIDENT



NICK TOOMEY
EDUCATION
COMMITTEE CHAIR

Testimonials

“
**Very engaging!
Thanks!!!**
Jessica Singh,
BMW of
Oyster Bay
”

“
**Great teacher with
wonderful interaction.
Very well presented
in theory, as well
as examples.**
Joe Droskoski, Lucas Ford
”

“
**After attending
the class, I set
a goal for myself
to hit the 30-car
bonus at work.
With the
instructor's tips,
and a little
self-motivation,
I hit it the very
next month!**
Alora Jimenez,
Sunrise Toyota
”

“
**Thanks for the help!
The seminar instructor
was absolutely great –
patient and very friendly.**
Samantha Negron,
Eastchester
Chrysler-Jeep-Dodge
”

“
**This course was very
informative. It will add
many skill sets to my job
role and the instructor
was awesome.**
Joey Raus,
BMW of Westchester
”

“
**I've learned
great new techniques
I feel will help propel me
in my new career field.
I want to just say a big
“Thank You”.**
Dayna Lewis,
Infiniti of Manhasset
”

“
**Great class and
instructor! Many
takeaways I can
use.**
Rich DeAngelo,
Rallye BMW
”

“
**Everything
was very thorough
and well-spoken about.
I'm very satisfied about
taking this training.**
Stephanie Rivera,
Honda of Staten Island
”

“
**Thank U! Great
instructor, time flew
by! Great advice and
teaching skills.**
Kevin Robinson, Bayside
Chrysler Jeep Dodge
”

“
**Amazing
instructor.
Really kept the
class entertained.**
Nicky Rajabi,
Legend Nissan
”

Contents



Now in its 10th year, GNYADA's Center for Automotive Education & Training's industry focused space allows manufacturers to deliver advanced training to employees. The location has been used for product introductions and training programs by industry suppliers, drawing hundreds of dealership employees to the Center each week.

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Seminar Schedule at-a-glance

- BDC
- CUSTOMER SERVICE
- DEALER SERVICES
- DIGITAL MARKETING
- F&I
- MANAGEMENT
- SALES
- SERVICE
- OFFICE

SEPTEMBER 2015	OCTOBER 2015	NOVEMBER 2015	DECEMBER 2015	JANUARY 2016	FEBRUARY 2016
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BDC

BDC & Sales Boot Camp

Wednesday, November 18, 2015
 Wednesday, March 16, 2016
 Wednesday, July 13, 2016

Converting Incoming Calls to Sales

Wednesday, April 20, 2016

Effective BDC Management Strategies

Wednesday, January 27, 2016
 Wednesday, August 17, 2016

Effective, Proactive Outbound Deployment

Wednesday, May 11, 2016

Customer Service

Disney's Approach to Quality Service

Wednesday, April 13, 2016

Roadmap for Attracting Diverse Car Buyers

Tuesday, November 24, 2015

Dealer Services

WEBINAR **Affordable Care Act Compliance: What You Need to Know about Reporting**
 Thursday, October 1, 2015, 11:00

2015 Annual Labor Law Seminar

Tuesday, October 15, 2015
 Wednesday, October 21, 2015

2015 GNYADA Tax Forum

Thursday, November 19, 2015

OSHA Compliance

Wednesday, January 13, 2016

Digital Marketing

Drive Sales with Video: How to Start Your Video Program

Tuesday, October 20, 2015

From Social Objectives to Business Objectives

Wednesday, February 24, 2016

Tactical Database Marketing

Thursday, October 15, 2015

Tuning Up Your Business' Online Presence

Wednesday, December 16, 2015

F&I

Franchised New Vehicle AFIP Certification Class and Exam

Tuesday, March 8, 2016 & Tuesday, March 15, 2016

Information Security Guidelines for Automotive Dealerships

Wednesday, February 17, 2016
 Tuesday, August 9, 2016

Integrity & Profitability in F&I

Tuesday, November 10, 2015
 Thursday, June 23, 2016

Management

Advanced Management Skills and Techniques

Thursday, February 11, 2016

Improving Your Managerial Effectiveness

Tuesday, May 24, 2016

Managing Difficult People

Thursday, December 10, 2015
 Tuesday, July 26, 2016



MARCH 2016 APRIL 2016 MAY 2016 JUNE 2016 JULY 2016 AUGUST 2016

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The Management Transition: Key Skills for New Supervisors

Tuesday, November 17, 2015

Why Should I Work Here?

Tuesday, September 22, 2015

Sales

Advanced Negotiation Skills

Tuesday, April 12, 2016

Thursday, August 18, 2016

Conquering Customer Objections

Tuesday, December 8, 2015

Master the Walk-Around and Test Ride

Tuesday, April 12, 2016

Thursday, August 18, 2016

Maximize Profits in Preowned Vehicles

Tuesday, February 23, 2016

GNYADA Sales Academy

Wednesday, October 7 & Thursday, October 8, 2015

Tuesday, January 19 & Wednesday, January 20, 2016

Wednesday, May 18 & Thursday, May 19, 2016

High-Gross Sales Training

Wednesday, December 16, 2015

Tuesday, March 15, 2016

Tuesday, July 12, 2016

The Ultimate Seminar on Sales Techniques

Wednesday, June 15, 2016

Service

Become a Certified DMV Inspector

Tuesday, September 29, 2015

Service Advisor Training: Driving Consistent Success

Thursday, September 24, 2015

Thursday, April 21, 2016

Tuesday, June 28, 2016

Service Advisor Skills: How to Sell Service and Repair

Wednesday, October 21, 2015

Office

Critical Skills for Receptionists

Wednesday, September 16, 2015

Wednesday, March 9, 2016

GNYADA's Billers' Workshop

Wednesday, December 9, 2015

Wednesday, April 6, 2016

Wednesday, August 3, 2016

Proper Billing for Out-of-State Transactions

Thursday, February 4, 2016

Wednesday, June 8, 2016

To reserve your seat today, or if you have any questions, please contact:

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

September

Critical Skills for Receptionists

Good first impressions are crucial. Is your receptionist representing your dealership well?

Date: Wednesday, September 16, 2015
Time: 10:00am-1:00pm
Instructor: Mark Rodriguez
Auto Client Care, Inc.
Fee: \$85 (GNYADA member)
\$150 (non-member)

Receptionists will learn to manage people, problems and priorities, and become an indispensable member of the team.

The key areas of focus will be:

- Delivering a strong first impression
- Maintaining a high level of customer support
- Dealing with difficult personalities and hard-to-understand calls
- Managing multiple tasks with ease

Why Should I Work Here?

The next time you ask a candidate, “Why should I hire you?” remember that they’re giving equal consideration to why they should work for YOU.

Date: Tuesday, September 22, 2015
Time: 10:00am-1:00pm
Instructor: Bill McAndrews
William D. McAndrews & Associates
Fee: \$85 (GNYADA member)
\$150 (non-member)



Position your dealership in the marketplace as a desired destination for top talent.

In this course, hiring managers will learn to:

- Optimize your employer value proposition
- Create a culture where the best employees want to work
- Write effective job descriptions
- Empower employees to act as great company ambassadors
- Actively build and leverage your brand in the recruitment marketplace

Service Advisor Training: Driving Consistent Success

Everything you need to know about being an outstanding Service Advisor, from selling with confidence to developing phone skills and handling objections.

Date: Thursday, September 24, 2015
Time: 10:00am-4:00pm
Instructor: Frank Phillips
FCP-Sales Masters
Fee: \$125 (GNYADA member)
\$250 (non-member)

Service Advisors will learn how to achieve peak performance, increase sales, and raise customer satisfaction.

Service Advisors will learn:

- Communicating necessary service(s) to customers
- Interviewing methods to build a rapport and learn about the customer
- Sell service needs based on benefits to the customer
- Handling objections throughout the process
- Opportunities to be a customer’s “hero”

Become a Certified DMV Inspector

Get the training, take the exam, get your New York State motor vehicle inspector certification.

Date: Tuesday, September 29, 2015
Time: 8:00am-1:00pm
Instructor: Larry Levine
NYS DMV Office of Technical Services and Clean Air
Fee: \$85.00 (GNYADA member)
\$150.00 (non-member)
Plus: \$25 check or money order, payable to the Commissioner of Motor Vehicles, is required

New York DMV’s processes and requirements for properly inspecting vehicles.

The class is immediately followed by the exam. You will leave with a temporary certificate to begin inspecting vehicles, contingent on a passing grade.

October

GNYADA Sales Academy

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

Date: Wednesday, October 7 &
Thursday, October 8, 2015
Time: 10:00am-4:00pm BOTH DAYS
Instructor: Ken Carlson
Director of Training for Manage-Rite, Inc.
Fee: \$149.00 (GNYADA member)
\$300.00 (non-member)



A highly interactive two-day Sales Academy that equips participants with the tools and techniques needed improve sales performance and achieve success.

Salespeople will learn to:

- Appointment setting and prospecting
- Engage customers and qualify their needs
- Walk-arounds and test rides
- Work around negative feedback
- Negotiate agreements and close the deals

Tactical Database Marketing

Strategize your marketing efforts to get the best results.

Date: Thursday, October 15, 2015
Time: 10:00am-1:00pm
Instructor: Jill Levy, Marketing Consultant
Naked Lime Marketing
Fee: \$85 (GNYADA member)
\$150 (non-member)



Learn to use all that customer data you've been collecting, to increase profits in sales, service and parts.

Attendees will learn about:

- Market changes affecting customers
- Building a clean database
- Targeting your marketing to your database, sales, service, and parts
- What to look for in a service provider

Drive Sales with Video: How to Start Your Video Program

Hands On Training! Dominate search engine results, engage your customers and enhance your digital presence.

Date: Tuesday, October 20, 2015
Time: 10:00am-4:00pm
Instructor: Criss Castle, Car News Network
Fee: \$125.00 (GNYADA member)
\$250.00 (non-member)



Drive traffic to your website with video — create captivating publicity that doesn't expire!

Participants will learn how to:

- Develop content specific to for the auto industry
- Create follow-up videos for BDC, sales and service
- Start and maintain a dealership YouTube channel
- Post and distribute video content across social media platforms
- Use video to convert traffic to sales

Service Advisor Skills: How to Sell Service and Repair

Learn how to increase hours per R.O. and gross retention.

Date: Wednesday, October 21, 2015
Time: 10:00am-4:00pm
Instructor: Ken Carlson
Director of Training for Manage-Rite, Inc.
Fee: \$125.00 (GNYADA member)
\$250.00 (non-member)



Learn to achieve peak performance, increase sales, and maximize customer satisfaction.

Service Advisors will learn:

- Selling techniques to get customers to agree on needed service(s)
- Interviewing methods to build rapport
- How to position service needs based on customer benefit
- Techniques for handling objections
- How to ensure trust and credibility

November

Integrity & Profitability in F&I

Maintain compliance while generating revenue, in a legal and ethical manner.

Date: Tuesday, November 10, 2015
Time: 10:00am-4:00pm
Instructor: Judy Vann Karstadt, JV Solutions LLC
Fee: \$125.00 (GNYADA member)
\$250.00 (non-member)

Learn to handle every F&I transaction in total compliance with the law while increasing revenue.

F&I Managers will learn:

- The complete array of consumer privacy and information security rules
- The maze that surrounds disclosure regulations
- How to handle credit analyses
- Proper techniques for presenting products and services to customers
- Best practices that contribute to a successful F&I operation

The Management Transition: Key Skills for New Supervisors

How to achieve a supervisor's mindset and image.

Date: Tuesday, November 17, 2015
Time: 10:00am-1:00pm
Instructor: Bill McAndrews
William D. McAndrews & Associates
Fee: \$85 (GNYADA member)
\$150 (non-member)



Practical tips, guaranteed to make your transition to supervisor a smooth one.

New Managers will learn how to:

- Develop credibility with your team
- Plan, monitor and communicate for success
- Motivate a team, successfully delegate work and deal with difficult employee situations
- Increase team productivity and satisfaction by using leadership and coaching techniques
- Use different supervisory styles, based on individual situations

BDC & Sales Boot Camp

Get more customers in your dealership. Here's what to say and how to say it.

Date: Wednesday, November 18, 2015
Time: 10:00am-4:00pm
Instructor: Mark Rodriguez
Auto Client Care, Inc.
Fee: \$85 (GNYADA member)
\$150 (non-member)



Our boot camp will turn your BDC around, invigorating your people, engaging your teams, and doubling their production.

Attendees will learn how to:

- Handle inbound sales calls for both new and preowned cars
- Navigate around sales call rebuttals and objections
- Convert internet leads into appointments
- Control the direction of a call
- Deal with customers intent on over-the-phone pricing

Roadmap to Attracting Diverse Car Buyers

How to master this massive car buying market.

Date: Tuesday, November 24, 2015
Time: 10:00am-4:00pm
Instructors: Amir Talai, Vice President
Business Development, Epoch Media Group
Ruby Wong, Vice President
Strategic Partnership, Chinese Market
Fee: \$125.00 (GNYADA member)
\$250.00 (non-member)



Guide to enticing and building relationships with the Chinese consumer group.

Attendees will learn how to:

- Draw customers in this group to you dealership
- Develop long-term relationships
- Drive your sales among first-time car buyers in the Chinese demographic

December

Conquering Customer Objections

How to respond to the emotional needs of buyers and overcome obstacles preventing you from closing the sale.

Date: Tuesday, December 8, 2015
Time: 10:00am-4:00pm
Instructor: Frank Phillips, FCP-Sales Masters
Fee: \$125.00 (GNYADA member)
\$250.00 (non-member)



How to navigate the toughest customer scenarios and move quickly to the close.

Salespeople and Service Advisors will learn how to:

- Handle objections throughout the selling process
- Understand the different types of objections
- Acknowledge the customer's objection and redirecting it
- Ask questions that will uncover the core objections and define them
- Gain agreement from the customer when addressing their objections

GNYADA's Billers' Workshop

The essential steps to becoming an efficient and effective biller.

Date: Wednesday, December 9, 2015
Time: 10:00am-4:00pm
Instructor: Jean Marie Rugg
General Manager DMV Direct
Fee: \$125.00 (GNYADA member)
\$250.00 (non-member)

Streamline your billing process, making it faster and more accurate.

Workshop highlights include:

- Completing essential registration & title documents (MV-50, MV-82, MV-103)
- Calculating correct sales tax
- Notice of lien – forms and instruction (refinance, lease buyout, etc.)
- In-transit permit processing
- Avoiding registration delays

Managing Difficult People

Never fall victim to those folks who have the potential to make life miserable.

Date: Thursday, December 10, 2015
Time: 10:00am-1:00pm
Instructor: Bill McAndrews
William D. McAndrews & Associates
Fee: \$85 (GNYADA member)
\$150 (non-member)



Practical tips that will make managing challenging employees and coworkers easier.

Managers will learn:

- How to work with/work around negative people
- General sympathizing/empathizing techniques
- How to communicate with any difficult person
- When to go to a third party for help in dealing with a "problem person"
- How to deal with employees who don't keep commitments, have negative attitudes, may offend others, or are closed-minded

High-Gross Sales Training

Gross profit: it's yours to keep or give away.

Date: Wednesday, December 16, 2015
Time: 10:00am-4:00pm
Instructor: Ken Carlson
Director of Training for Manage-Rite, Inc.
Fee: \$125.00 (GNYADA member)
\$250.00 (non-member)

Salespeople will learn to present numbers to customers with confidence, be positive, and make buyers enthusiastic about the transaction.

Salespeople will learn techniques for:

- Building relationships
- Proper selection
- Selling from inventory
- Selling value through a proper product presentation and demonstration ride
- Obtaining commitment and negotiating for profit

January

Tuning Up Your Business' Online Presence

How to improve your online reputation to drive traffic to your stores.

Date: Wednesday, December 16, 2015
Time: 10:00am-1:00pm
Instructor: Solome Tibebu,
Regional Development, Main Street Hub
Fee: \$85 (GNYADA member)
\$150 (non-member)



Reach more customers through mobile, social and customer reviews.

Attendees will learn how to:

- Stay top-of-mind by writing posts that engage customers
- Enhance customer service by responding to online customer reviews and inquiries
- Attract more customers online through review sites as well as social media and email marketing
- Navigate the ins and outs of Facebook, Twitter and other types of social media
- Turn online interactions into long-lasting customer relationships

Celebrating 10 Years of Automotive Education & Training

Knowing the value of a well-trained and high functioning workforce, GNYADA built the Center for Automotive Education & Training in 2005, to serve as a prime driver of automotive learning and recruit more top talent to the Metro New York auto industry. Here, state-of-the-art, hands-on training is delivered to every aspect of dealership personnel, from salespeople to receptionists to managers and more. Now in its tenth year of operation, the Center's unique mix of seminars draws participants from all around the metro area and well beyond.

GNYADA Sales Academy

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

Date: Tuesday, January 19 &
Wednesday, January 20, 2016
Time: 10:00am-4:00pm BOTH DAYS
Instructor: Ken Carlson
Director of Training for Manage-Rite, Inc.
Fee: \$149.00 (GNYADA member)
\$300.00 (non-member)



A highly interactive two-day Sales Academy that equips participants with the tools and techniques needed improve sales performance and achieve success.

Salespeople will learn:

- Skills in appointment setting and prospecting
- How to engage customers and qualify their needs
- What to do during walk-arounds and test rides
- Techniques for handling negative feedback
- How to negotiate agreements and close deals



February

Effective BDC Management Strategies

Essential techniques for coaching your BDC into delivering higher performance and better results.

Date: Wednesday, January 27, 2016
Time: 10:00am-1:00pm
Instructor: Mark Rodriguez,
Auto Client Care, Inc.
Fee: \$85 (GNYADA member)
\$150 (non-member)



Get BDC reps to achieve peak performance, increase appointments, and raise customer satisfaction.

BDC Managers will learn how to:

- Establish practical strategies to get outstanding results
- Set goals, reward good performance and handle poor performers
- Motivate, delegate work and deal with difficult employee situations
- Train new employees to be ready for live calls
- Develop effective processes that will work for your dealership
- Best measure employee effectiveness

Proper Billing for Out-of-State Transactions

Efficiently and effectively process out-of-state deals.

Date: Thursday, February 4, 2016
Time: 10:00am-1:00pm
Instructor: Jean Marie Rugg
General Manager DMV Direct
Fee: \$85.00 (GNYADA member)
\$150.00 (non-member)



Learn to handle the hurdles of out-of-state transactions, and receive a complete reference manual to keep at your dealership.

Billing Clerks will learn how to:

- Properly complete required forms for NJ, CT, PA, and FL
- Configure sales tax for each of the different states
- Avoid application rejection
- Handle the different types of transactions (lease vs retail sales)



Advanced Management Skills & Techniques

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

Date: Thursday, February 11, 2016
Time: 10:00am-1:00pm
Instructor: Bill McAndrews
William D. McAndrews & Associates
Fee: \$85 (GNYADA member)
\$150 (non-member)



Learn actions that affect your management efficiency, the team's performance, and ultimately the dealership's profitability.

Managers will learn how to:

- "Lead" versus "manage"
- Negotiate for "win-win" outcomes
- Communicate with diverse team members effectively
- Understand and interpret emotions and body language
- Solve problems creatively
- Make sound decisions
- Effectively manage time

Information Security Guidelines for Automotive Dealerships

Best practices to help you build your dealership's own information security plan.

Date: Wednesday, February 17, 2016
Time: 10:00am-1:00pm
Instructor: Judy Vann Karstadt, JV Solutions LLC
Fee: \$85.00 (GNYADA member)
\$150.00 (non-member)

Strategies that will beef up your information protection.

Attendees will learn:

- How to best adhere to finance regulations
- What you can and can't do with customer information
- A formal program to ensure the security of customer information

Maximize Profits in Preowned Vehicles

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

Date: Tuesday, February 23, 2016
Time: 10:00am-4:00pm
Instructor: Frank Phillips, FCP-Sales Masters
Fee: \$125.00 (GNYADA member)
\$250.00 (non-member)

Put your used vehicle department on the road to greater profitability.

Pre-owned Salespeople will learn how to:

- Approach used vehicle inventory management
- Buy vehicles at the right price
- Price preowned vehicles correctly for sale
- Sell used vehicles
- Carry out proper wholesale disposal

From Social Objectives to Business Objectives

The new media landscape:

Mobile and the power of the Facebook newsfeed

Date: Wednesday, February 24, 2016
Time: 10:00am-1:00pm
Instructor: Trace Przybylowicz
Global Marketing Solutions, Facebook
Fee: \$85.00 (GNYADA member)
\$150.00 (non-member)



Facebook has moved beyond Likes, Comments and Shares into a world of measurable business results.

In this course, attendees will learn:

- Best practices and new solutions for dealer needs
- Results and success stories: Case studies and examples
- How to drive social objectives
- How to drive business objectives across all business tiers
- How to manage your social presence

March

Franchised New Vehicle AFIP Certification Class and Exam

The Association of F&I Professionals Certification Exam has produced the industry's most educated F&I managers.

Prep Date: Tuesday, March 8, 2016
Exam Date: Tuesday, March 15, 2016
Time: 10:00am-4:00pm
Instructor: Judy Vann Karstadt, JV Solutions LLC



GNYADA Member Fee for Review Class, Exam, and Study Materials: \$995.00
Non Member Fee: \$1,395.00
Fee if you already have the AFIP Training Materials: \$300.00

Fees due two weeks prior to the class.

This course is your first step toward showing customers and peers you're a skilled professional. You'll learn about the state and federal regulations that apply to the in-dealership F&I process and about the ethics associated with the daily application of your duties.

Tuesday, March 8, 2016 • AFIP Prep Class

AFIP Certification Seminar covers all the materials and information needed to pass the AFIP Certification Exam. It's the "SAT Prep" for the AFIP Exam.

Tuesday, March 15, 2016 • AFIP Certification Exam

There will be a two-hour review prior to the exam.



To reserve your seat today, or if you have any questions, please contact:

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

Critical Skills for Receptionists

Good first impressions are crucial. Is your receptionist representing your dealership well?

Date: Wednesday, March 9, 2016
Time: 10:00am-1:00pm
Instructor: Mark Rodriguez
Auto Client Care, Inc.
Fee: \$85 (GNYADA member)
\$150 (non-member)

Receptionists will learn to manage people, problems and priorities, and become an indispensable member of the team.

The key areas of focus will be:

- Delivering a strong first impression
- Maintaining a high level of customer support
- Dealing with difficult personalities and hard-to-understand calls
- Managing multiple tasks with ease

High-Gross Sales Training

Gross profit: it's yours to keep or give away.

Date: Tuesday, March 15, 2016
Time: 10:00am-4:00pm
Instructor: Ken Carlson
Director of Training for Manage-Rite, Inc.
Fee: \$125.00 (GNYADA member)
\$250.00 (non-member)

Salespeople will learn to present numbers to customers with confidence, be positive, and make buyers enthusiastic about the transaction.

Salespeople will learn techniques for:

- Building relationships
- Proper selection
- Selling from inventory
- Selling value through a proper product presentation and demonstration ride
- Obtaining commitment and negotiating for profit

April

BDC & Sales Boot Camp

Get more customers in your dealership.
Here's what to say and how to say it.

Date: Wednesday, March 16, 2016
Time: 10:00am-4:00pm
Instructor: Mark Rodriguez
Auto Client Care, Inc.
Fee: \$85 (GNYADA member)
\$150 (non-member)



Our boot camp will turn your BDC around, invigorating your people, engaging your teams, and doubling their production.

Attendees will learn how to:

- Handle inbound sales calls for both new and preowned cars
- Navigate around sales call rebuttals and objections
- Convert internet leads into appointments that show
- Control the direction of a call
- Dealing with customers intent on over-the-phone pricing



GNYADA's Billers' Workshop

The essential steps to becoming an efficient and effective biller.

Date: Wednesday, April 6, 2016
Time: 10:00am-4:00pm
Instructor: Jean Marie Rugg
General Manager DMV Direct
Fee: \$125.00 (GNYADA member)
\$250.00 (non-member)



Streamline your billing process, making it faster and more accurate.

Workshop highlights include:

- Completing essential registration & title documents (MV-50, MV-82, MV-103)
- Calculating correct sales tax
- Notice of lien – forms and instruction (refinance, lease buyout, etc.)
- In-transit permit processing
- Avoiding registration delays

Master the Walk-Around and Test Ride

Steps to properly and professionally present a vehicle to your client.

Date: Tuesday April 12, 2016
Time: 10:00am-1:00pm
Instructor: Ken Carlson
Director of Training for Manage-Rite, Inc.
Fee: \$85.00 (GNYADA member)
\$150.00 (non-member)

Build product and relationship value during this part of the sales process through demo ride conversations, speaking to the buyer's motives, and more.

Salespeople will learn how to:

- Plan for the most common customer objections
- Target the features most valuable to a customer
- Create a natural flow of communicating personalized features and benefits
- Maintain control of the sale throughout this part of the selling process

Advanced Negotiation Skills

How to steer all customer negotiations toward a win-win outcome.

Date: Tuesday April 12, 2016
Time: 1:30am–4:30pm
Instructor: Ken Carlson
Director of Training for Manage-Rite, Inc.
Fee: \$85.00 (GNYADA member)
\$150.00 (non-member)

Become a top-notch negotiator that always brokers the best deals for you and your customers.

Attendees will learn:

- Social skills that build trust when negotiating
- To demonstrate how the “Deal Math” works to ease customer apprehensions
- To remove barriers to effective communications
- To plan for objections and prepare counter strategies
- To establish an honorable reputation to gain an advantage at any negotiating table



Disney's Approach to Quality Service

Explore world-renowned Disney principles for service excellence.

Presented by Disney Institute

Date: Wednesday April 13, 2016
Time: 8:30am – 5:00pm
Fee: \$225.00 register before 2/2/2016,
\$275 after 2/3/2016 (GNYADA member)
\$450.00 (non-member)

Learn to design quality service standards to create a consistent service experience.

Excellent service does not simply come from a friendly transaction or helpful technology — it is the result of truly understanding your customer's expectations and putting the right guidelines and service standards in place to exceed them.

Attendees will learn:

- Adapt time-tested Disney business insights to assess and improve your organization.
- Determine how you can differentiate your service to become a provider of choice.
- Use tools to gauge the needs, wants, stereotypes and emotions of your customers at an individual level.
- Understand the processes necessary to develop a culture that consistently delivers exceptional service.
- Recover effectively from a service failure and turn it into an opportunity to strengthen customer relationships.



Converting Incoming Calls to Sales

Learn to use words that build trust, lead the caller to a face-to-face opportunity, and overcome objections.

Date: Wednesday, April 20, 2016
Time: 10:00am-4:00pm
Instructor: Mark Rodriguez
Auto Client Care, Inc.
Fee: \$125 (GNYADA member)
\$250 (non-member)

Successfully handle calls by using the right words, tone of voice and attitude.

Attendees will learn how to:

- Give a warm greeting
- Ascertain callers' needs by asking the right questions
- Refer to a script without sounding robotic
- Procure the caller's name, number and email address
- Book appointments that show

Service Advisor Training: Driving Consistent Success

Everything you need to know about being an outstanding Service Advisor, from selling with confidence to developing phone skills and handling objections.

Date: Thursday, April 21, 2016
Time: 10:00am-4:00pm
Instructor: Frank Phillips
FCP-Sales Masters
Fee: \$125 (GNYADA member)
\$250 (non-member)

Service Advisors will learn how to achieve peak performance, increase sales, and raise CSI.

Service Advisors will learn:

- Techniques for communicating necessary service(s) to customers
- Interviewing methods to build a rapport and learn about the customer
- Sell service needs based on the customer
- Handling objections throughout the process
- Ensure trust and credibility with customers



Effective, Proactive Outbound Deployment

The process of directly reaching out to your customers.

Date: Wednesday, May 11, 2016
Time: 10:00am-4:00pm
Instructor: Mark Rodriguez
Auto Client Care, Inc.
Fee: \$125 (GNYADA member)
\$250 (non-member)



Cutting edge techniques to maximize results from virtually every type of outbound contact you will make.

Attendees will learn:

- Four basic steps to making any outbound contact
- How to establish an outbound program that is productive, efficient and customer-friendly
- Use call monitoring tools to contact and convert lost opportunities
- How customers prefer to engage with dealerships, in multiple scenarios

GNYADA Sales Academy

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

Date: Wednesday, May 18 &
Thursday, May 19, 2016
Time: 10:00am-4:00pm BOTH DAYS
Instructor: Ken Carlson
Director of Training for Manage-Rite, Inc.
Fee: \$149.00 (GNYADA member)
\$300.00 (non-member)



A highly interactive two-day Sales Academy that equips participants with the tools and techniques needed improve sales performance and achieve success.

Salespeople will learn:

- Appointment setting and prospecting
- Engage customers and qualify their needs
- Walk-arounds and test rides
- Working around negative feedback
- Negotiate agreements and close the deals

Improving Your Managerial Effectiveness

Develop a proactive approach to meet complex challenges with your team.

Date: Tuesday, May 24, 2016
Time: 10:00am-1:00pm
Instructor: Bill McAndrews
William D. McAndrews & Associates
Fee: \$85 (GNYADA member)
\$150 (non-member)

Learn how your behavior as a manager can influence your effectiveness and the actions of your team.

Managers will learn how to:

- Ensure long-term business results by effectively holding employees accountable for their actions
- Meet the diverse needs of all team members
- Motivate people
- Anticipate and resolve conflict situations
- Use delegation to increase productivity and individual growth



Proper Billing for Out-of-State Transactions

How to efficiently and effectively process out-of-state deals.

Date: Wednesday, June 8 2016
Time: 10:00am-1:00pm
Instructor: Jean Marie Rugg
General Manager DMV Direct
Fee: \$85.00 (GNYADA member)
\$150.00 (non-member)



Handle the hurdles of out-of-state transactions, and receive a complete reference manual to keep at your dealership.

Billing Clerks will learn how to:

- Properly complete required forms for NJ, CT, PA, and FL
- Configure sales tax for each of the different states
- Avoid application rejection
- Handle the different types of transactions (lease vs retail sales)

The Ultimate Seminar on Sales Techniques

Woo, win and wow customers.

Date: Wednesday, June 15, 2016
Time: 10:00am-4:00pm
Instructor: Mark Rodriguez
Auto Client Care, Inc.
Fee: \$125 (GNYADA member)
\$250 (non-member)

Essential strategies that will help you succeed in vehicle and service selling.

Salespeople and Service Advisors will learn how to:

- Sell with questions, not answers
- Using probing to uncover buyer needs
- Handle objections, hesitations or stalls
- Up-sell techniques to build your bottom line
- Network effectively

Integrity & Profitability in F&I

Maintain compliance while generating revenue, in a legal and ethical manner.

Date: Thursday, June 23, 2016
Time: 10:00am-4:00pm
Instructor: Judy Vann Karstadt, JV Solutions LLC
Fee: \$125.00 (GNYADA member)
\$250.00 (non-member)

Learn to handle every F&I transaction in total compliance with the law while increasing revenue.

F&I Managers will learn:

- The complete array of consumer privacy and information security rules
- The maze that surrounds disclosure regulations
- How to handle credit analyses
- Proper techniques for presenting products and services to customers
- Best practices that contribute to a successful F&I operation

Service Advisor Training: Driving Consistent Success

Everything you need to know about being an outstanding Service Advisor, from selling with confidence to developing phone skills and handling objections.

Date: Tuesday, June 28, 2016
Time: 10:00am-4:00pm
Instructor: Frank Phillips
FCP-Sales Masters
Fee: \$125 (GNYADA member)
\$250 (non-member)

Service Advisors will learn how to achieve peak performance, increase sales, and raise CSI.

Service Advisors will learn:

- Techniques for communicating necessary service(s) to customers
- Interviewing methods to build a rapport and learn about the customer
- Sell service needs based on the customer
- Handling objections throughout the process

High-Gross Sales Training

Gross profit: it's yours to keep or give away.

Date: Tuesday, July 12, 2016
Time: 10:00am-4:00pm
Instructor: Ken Carlson
Director of Training for Manage-Rite, Inc.
Fee: \$125.00 (GNYADA member)
\$250.00 (non-member)

Salespeople will learn to present numbers to customers with confidence, be positive, and make buyers enthusiastic about the transaction.

Salespeople will learn techniques for:

- Building relationships
- Proper selection
- Selling from inventory
- Selling value through a proper product presentation and demonstration ride
- Obtaining commitment and negotiating for profit



BDC & Sales Boot Camp

Get more customers in your dealership.
Here's what to say and how to say it.

Date: Wednesday, July 13, 2016
Time: 10:00am-4:00pm
Instructor: Mark Rodriguez
Auto Client Care, Inc.
Fee: \$85 (GNYADA member)
\$150 (non-member)

Updated
FOR
2015-16

Our boot camp will turn your BDC around, invigorating your people, engaging your teams, and doubling their production.

Attendees will learn how to:

- Handle inbound sales calls
- Navigate around sales call objections
- Convert internet leads into appointments
- Control the direction of a call
- Deal with customers intent on over-the-phone pricing

Managing Difficult People

Never fall victim to those folks who have
the potential to make life miserable.

Date: Tuesday, July 26, 2016
Time: 10:00am-1:00pm
Instructor: Bill McAndrews
William D. McAndrews & Associates
Fee: \$85 (GNYADA member)
\$150 (non-member)

Updated
FOR
2015-16

Practical tips that will make managing challenging employees and coworkers easier.

Managers will learn:

- How to work with/around negative people
- General sympathizing/empathizing techniques
- How to communicate with any difficult person
- When to go to a third party for help in dealing with a "problem person"
- Dealing with employees who don't keep commitments, have a negative attitude, may offend others, or are closed-minded

August

GNYADA's Billers' Workshop

The essential steps to becoming an efficient and effective biller.

Date: Wednesday, August 3, 2016
Time: 10:00am-4:00pm
Instructor: Jean Marie Rugg
General Manager DMV Direct
Fee: \$125.00 (GNYADA member)
\$250.00 (non-member)

Streamline your billing process, making it faster and more accurate.

Workshop highlights include:

- Completing essential registration & title documents (MV-50, MV-82, MV-103)
- Calculating correct sales tax
- Notice of lien – forms and instruction (refinance, lease buyout, etc.)
- In-transit permit processing
- Avoiding registration delays

Information Security Guidelines for Automotive Dealerships

Best practices to help you build your dealership's own information security plan.

Date: Tuesday, August 9, 2016
Time: 10:00am-1:00pm
Instructor: Judy Vann Karstadt, JV Solutions LLC
Fee: \$85.00 (GNYADA member)
\$150.00 (non-member)

Strategies that will beef up your information protection.

Attendees will learn:

- How to best adhere to finance regulations
- What you can and can't do with customer information
- A formal program to ensure the security of customer information

Effective BDC Management Strategies

Essential techniques for coaching your BDC into delivering higher performance and better results.

Date: Wednesday, August 17, 2016
Time: 10:00am-1:00pm
Instructor: Mark Rodriguez
Auto Client Care, Inc.
Fee: \$85.00 (GNYADA member)
\$150.00 (non-member)

Get BDC reps to achieve peak performance, increase appointments, and raise customer satisfaction.

BDC Managers will learn how to:

- Establish strategies to get outstanding results
- Set goals, reward good performance and handle poor performers
- Motivate, delegate work and deal with difficult employee situations
- Train new employees to be ready for live calls
- Develop effective processes that will work
- Best measure employee effectiveness

Master the Walk-Around and Test Ride

Steps to properly and professionally present a vehicle to your client.

Date: Thursday, August 18, 2016
Time: 10:00am-1:00pm
Instructor: Ken Carlson
Director of Training for Manage-Rite, Inc.
Fee: \$85.00 (GNYADA member)
\$150.00 (non-member)

Build product and relationship value during this part of the sales process through demo ride conversations, speaking to the buyer's motives, and more.

Salespeople will learn how to:

- Plan for the most common customer objections
- Target the features most valuable to a customer
- Create a natural flow of communicating personalized features and benefits
- Maintain control of the sale throughout this part of the selling process

The Instructors



Sean V. Bradley is a top automotive trainer and consultant for Internet Sales, Business Development, and Digital Marketing. Sean learned the business from the ground up, holding many positions 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 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, for over 30 years.



Criss Castle is an automotive marketing leader and one of the nation's most sought after consultants. With a proven record of increasing sales with innovative techniques, Castle has held many positions in top auto groups. Castle's company, *Car News Network* specializes in digital marketing and sales training.



Dave Finley focuses on establishing and sustaining effective and enduring client and team relationships. Dave achieves measurable results related to improved client and employee satisfaction and retention, greater productivity, and increased profitability by leveraging his extensive business acumen.



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 including *Dealer* as well as articles and video blogs on www.thecompliancguide.com.



Larry Levine works as a Technical Analyst with the NYS DMV 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 dealerships. After college, Jill worked for a variety of dealers 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.



Glenn Pasch is a speaker, writer, coach and operations strategist as well as a customer service expert. 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 industry career has extended more than 40 years. He has been a 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.



Trace Przybylowicz works closely with marketers and agencies to develop cross-platform solutions that drive brand awareness, consideration and sales impact. Trace joined Facebook in 2009 from Saatchi & Saatchi, where he worked on the Sales Event & Retail business for Toyota Motor Sales.



Mark Rodriguez is founder and president of *Auto Client Care, Inc.*, a leading automotive sales and sales management training organization. With over 20 years of retail and training experience, Mark Rodriguez specializes in training and coaching dealership personnel to deliver world class customer excellence.



Jean Marie Rugg is General Manager of DMV-DIRECT, a division of GNYADA. Jean offers substantial knowledge in the titling and registration of vehicles. Her hands-on experience as an automotive biller enables her to explain laws and procedures in terms that dealership employees instantly understand.

Amir Talai VP of Business Development, Epoch Media Group is a highly experienced advertising executive with extensive experience in strategic planning and business development. He currently manages many local, regional and national companies for their integrated sales and marketing plans.



Solome Tibebu is a national speaker on entrepreneurship and online marketing. Solome knows firsthand the potential for increased revenue that a strong online presence and reputation can deliver. Her contributions have been featured on Huffington Post, Inc magazine, Women 2.0, TED and more.



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.

Ruby Wong VP, Strategic Partnership, Chinese Market leads a team of experts on Chinese auto buyers. They work with hundreds of dealerships across the country, at all tiers. They successfully activated Tri-state Honda and Lamborghini's first Chinese market campaign in the US. Ruby has more than 15 years of international Chinese market and media experience.

Costs & Policies



Greater New York
Automobile Dealers
Association

To reserve your seat today, or if you have any questions, please contact the Greater New York Automobile Dealers Association's Education & Training Team.

GNYADA Education & Training Team

Edward P. Gazzillo

Director of Education & Training
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 if the participant doesn't show up, the seminar registration fees are not refundable.

Directions



Center for Automotive Education & Training

15-30 Petracca Place, Whitestone, New York 11357 | 718.640.2000 | autoedcenter.com

From Long Island:

Travel west on LIE, Southern State or Northern State Parkway to Cross Island Parkway North (becomes Whitestone Expressway), exit at 20th Avenue (Exit 15). Go to traffic light and make a right turn onto 20th Avenue. Proceed one block to next traffic light and make a right turn onto Petracca Place.

From Westchester:

Travel south on the Hutchinson River Parkway to the Whitestone Bridge to the Whitestone Expressway, exit at 20th Avenue (second exit over bridge). Continue on the service road to traffic light and make a right turn onto 20th Avenue. Proceed one block to the next traffic light and make a right turn onto Petracca Place.

From NYC:

Travel east on the Grand Central Parkway or LIE to Whitestone Expressway, follow signs to the Whitestone Bridge, exit before bridge at 20th Avenue (Exit 15). Go to traffic light and make a left turn onto 20th Avenue. At the second traffic light, make a right turn onto Petracca Place.

From New Jersey:

Take the George Washington Bridge to the Cross Bronx Expressway; follow signs to the Whitestone Bridge into Queens to the Whitestone Expressway. Exit at 20th Avenue (second exit over bridge), continue on the service road to traffic light and make a right turn onto 20th Avenue. Proceed one block to next traffic light and make a right turn onto Petracca Place.



AUTOMOTIVE TRAINING... IT'S OUR VOCATION.



GNYADA'S CENTER FOR AUTOMOTIVE EDUCATION & TRAINING

Training and retraining is a critical part of every employee's career development and is the path to success for every organization. As our world becomes more dominated by high-technology, it is the companies and employees that embrace on-going training who will see the most benefits. At the Center for Automotive Education & Training (CAET) that is our goal. In fact, that is the reason the retail automobile industry of greater New York invested \$28 million in this incredible facility.

TODAY, THE CENTER FOR AUTOMOTIVE EDUCATION & TRAINING:

- Trains thousands of young people to prepare for rewarding and lucrative careers in the ever-changing and growing automobile industry
- Has a 91% job placement rate of students upon completion of the on-site Lincoln Tech program
- Provides hundreds of seminars focusing on career development for people already employed in dealerships across the metro New York area
- Helps match qualified applicants with available positions through our Job Bank service
- Encourages high school automotive technology students, through our Automotive Technology Competition, to challenge their skills and share in \$3 million in prizes
- Holds Career Fairs to encourage job seekers to consider exciting opportunities at new car dealerships

For more information go to AutoEdCenter.com, or call 718.640.2000.



The following manufacturers hold training at the Center:
ACURA | AUDI | BMW | CHEVROLET | FORD | GENERAL MOTORS | HONDA | KIA
LEXUS | MAZDA | MERCEDES BENZ | NISSAN | SCION | TOYOTA | VOLKSWAGEN | VOLVO

Greater New York Automobile Dealers Association

For more than 105 years, the Greater New York Automobile Dealers Association (GNYADA) has been a critical resource for franchised new car dealers throughout the metropolitan New York area.

GNYADA's mission is to encourage and ensure excellence in business practices, ethics, standards and service among its members, to benefit both the consumer and the automobile retail industry overall. We strive to promote and support the passage of positive legislation, and to create a cooperative regulatory atmosphere at all levels of government.

The Association provides important and useful services for franchised new car dealers that include: assistance with employee healthcare and benefits, helping with regulatory compliance, keeping members up to speed on the latest laws that affect their business, training and education for all personnel, among other dealer advocacy efforts. GNYADA also produces the New York International Auto Show, which injects an additional \$250 million into the area's economy each year.

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Center for Automotive Education & Training

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