

Harness the Power of Internet Sales



**December 5, 2006
in Long Beach, CA**
at the Long Beach Marriott
www.marriottlongbeach.com

Keeping up with changes in Internet sales techniques is a full time job! The rate of change and technology advances can be confusing and easily misinterpreted. Best practices evolve continuously and dealers who stay ahead of the curve have a huge competitive advantage in the car-buying market. Dealers who do not keep up with the changes will lose to their competition.

WHERE DOES YOUR DEALERSHIP STAND?

ARE YOU BEATING THE COMPETITION, OR IS THE COMPETITION BEATING YOU?

Learn how to win the Internet sales game at the next Synergy Session! Industry experts lead interactive sessions in best practices and technology innovations. The focus is practical, hands-on, what can I do to improve my Internet sales, right now. By the end of the session, you will have a customized, strategic action plan for immediate implementation at your dealership.

- MAXIMIZE YOUR WEBSITE
- GENERATE LEADS
- CAPITALIZE ON EMAIL MARKETING/LONG TERM FOLLOW-UP
- RETAIN CUSTOMER LOYALTY
- STREAMLINE YOUR PHONE PROCESS
- CREATE YOUR DEALERSHIP'S VALUE PACKAGE

Focused Breakout Sessions

Following each presentation, Sean V. Bradley, Founder and CEO of Dealer Synergy, will walk you through real-world applications of what you just heard. Determine the best strategies for procuring leads. Review live websites and evaluate their effectiveness. Plan out a successful email campaign designed to drive profits in all departments. Brainstorm with your peers for best ideas about putting together the "Ultimate" value package proposition.

Open Forum Q&A

We have enlisted Roy Durham, Fleet and Internet Sales Director from Longo Toyota to facilitate our open forum Q&A. We will have 5 senior executives, experts in their fields, as well as 5 dealerships that have achieved amazing success in the Internet Sales arena. Dealers will be given a rare opportunity to pick the brains of this powerful group of experts with a wealth of knowledge in Automotive Internet Sales.

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This event will be recorded by a professional videographer. By attending you grant us the right to photograph your image and record your voice. As an added value, a recording of this leading edge seminar will be offered to attendees!

ENDORSED BY

AAISP
Association of Automotive
Internet Sales Professionals