



Greater New York
Automobile Dealers
Association

SEMINARS FOR AUTOMOBILE DEALERSHIPS

THE DIGITAL ROAD TO A SALE

*Understand how to incorporate digital technologies
into your sales process*

Presented by Stan Sher, Dealer eTraining

NOVEMBER 6, 2013

10:00am – 1:00pm

Center for Automotive Education & Training

15-30 Petracca Place, Whitestone, NY 11357

The process of selling a vehicle has not changed very much. What has changed is the amount of resources that are available to educated consumers. Today's resources allow consumers to shop online, read reviews, and communicate on social media before talking to sales professionals. This seminar will teach sales people to properly incorporate current strategies and technologies into their sales process.

The Digital Road to A Sale will teach sales people to:

- ◆ Understand how today's consumers shop for vehicles
- ◆ Control the conversation with educated customers
- ◆ Develop a sound strategy for driving business over the Internet
- ◆ Use online resources to their advantage
- ◆ Learn what customers know and use it as a selling tool

About the Instructor:

Stan Sher specializes in improving dealerships' internet sales and digital marketing processes using social media and online reputation management.

Fees:

GNYADA Member: \$85.00 (Non Member: \$150.00)

REGISTER NOW!

Learn more about how we can meet your training needs.
Contact Carole Rogner, Professional Development Coordinator
Carole@gnyada.com 718.640.2012

autoedcenter.com/education



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REGISTRATION

DIGITAL ROAD TO A SALE

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name of attendee 1 _____
(please print)

_____ email address _____ dealership position

name of attendee 2 _____
(please print)

_____ email address _____ dealership position

name of attendee 3 _____
(please print)

_____ email address _____ dealership position

dealership _____

address _____

phone _____ ext. _____

fax _____ email _____

manager's approval _____ / _____
(print) *(signature)*

To register:

Submit completed form to Carole Rogner, Professional Development Coordinator
fax: 718.640.2099 email: Carole@gnyada.com or call: 718.640.2012

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