



**SLADA Hosts a Series of NADA Virtual Seminars
Aimed at Improving Dealership Success and
Surviving Tough Times**



“The Ten Critical Numbers to a Dealership Success”

April 8, 2009

12:00pm-2:00pm

Presented by: Bruce Foster

The daily demands of the automotive industry are increasing and the responsibilities within the dealership are changing dramatically. Compound that with an evolving trend of new general managers and absentee dealers and dealership executives becoming hands-on task managers vs. actually managing the store for long-term success. Generally, dealerships are not focusing on strategic growth and maximizing profit potential. The solution...the Top 10 Hit List for Improved Dealership Management. Participants will learn how to manage using financial data as a guide in decision making. They will also understand the significance of studying other successful dealerships and learn how to correlate financial data to daily work activities.

“Driving Phone and Online Traffic Over-the-Curb”

May 7, 2009

12:00pm-2:00pm

Presented by: John Mlinarcik

This presentation will reveal the results of a five year study of 400 dealerships and their relationship between personality, process and skills in converting internet and phone leads into "over-the-curb" sales. This presentation will cover such topics as: measurable variables between personality, process, skills in setting appointments; obtaining the highest show ratios; and providing appropriate follow-up and seizing greater sales from virtual leads. Participants will learn which personality types are most likely to succeed at following processes, benefit from training and set more appointments that lead to higher sales. Participants will also take a private, self-scored survey to identify their likely personality style or behavioral traits and leave with a screening tool that can be used in a dealership.

“Decreasing Revenues, Rising Costs, and Shrinking Margins”

May 27, 2009

12:00pm-2:00pm

Presented by: Jodi Kippe

With revenues down to historic levels, controlling expenses is essential to sustaining profitability. To recapture some of your lost profits and to prevent further deterioration in 2009, dealerships need to continue exploring avenues by which they can reduce their

expenses and get more value from the dollars they must spend for their ongoing operations. Participants will learn the following: methods to monitor your progress towards achieving desired results; techniques to improve profitability, reduce expenses, and leverage buying power; how to generate more value from your expenditures; how to improve profitability, reduce expenses and generate more value out of their expenditures; how to analyze and leverage your total buying power to reduce the total number of vendors and negotiate better contacts with providers; and how to establish realistic key performance indicator targets for a dealership's expenses and monitor performance on an ongoing basis.

“Dealer Survival: Improving your Cash Flow in Tough Times”

June 18, 2009

12:00pm-2:00pm

Presented by: Steve Lane

Cash flow is the lifeblood of your dealership. Without cash, the business dies. A dealership can be profitable, while cash is suffering. This is because there is no correlation between profit and cash. Participants will learn how to quickly measure frozen capital & determine how much it is costing them. They will also learn to measure a day's supply and craft a strategy to reduce frozen capital in order to "free-up" your cash. Most importantly, they will learn how to generate cash!

“Negotiating Techniques for Today’s Customer”

June 24, 2009

12:00pm-2:00pm

Presented by: Marc Smith

Winning customers' trust is more important than ever in today's market. Using transparent negotiating techniques is essential in gaining trust and to retaining a fair gross profit margin. Participants will discover new ways to negotiate and see how others are holding more gross profit.

All virtual seminars will be hosted at the
SLADA Office
13616 Manchester Road
St. Louis, MO 63131

RSVP by calling Katie Heineman at 314-822-0333 or e-mailing kheineman@stlautos.com. Please be sure to indicate which seminar(s) you will be attending.

Free for SLADA Members; \$100 for Non-Members