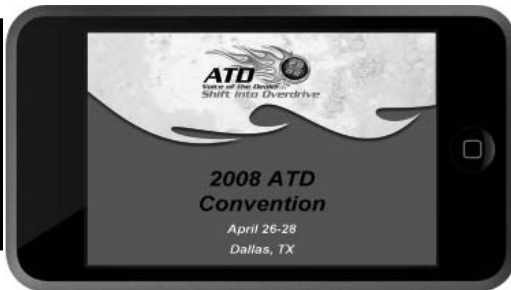


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2008 ATD convention workshop programs

| Video | Audio-Point | Audio | sessions/speaker(s) | | | | |
|--|---|--|---|--|---|--|--|
| <input type="checkbox"/> 01v | N/A | <input type="checkbox"/> 01 | <p>Are You Market Driven or Management Driven? The speaker will walk you through the step-by-step process of becoming a Management Driven and Management Controlled Dealership. Learn why you have ups and downs, year after year, and learn how you can completely control your growth and profit. <i>Presented by: Joe Verde, Joe Verde Group</i></p> | | | | |
| <input type="checkbox"/> 02v | <input type="checkbox"/> 02ap | <input type="checkbox"/> 02 | <p>Driving Absorption Improvement at Your Dealership Learn the advantages and tactics of adopting absorption as a strategy. The speaker will review the expense and risk of replacing vs. retaining employees. Learn methods to improve employee performance and reduce personnel cost as a percentage of gross profit and sales. <i>Presented by: Keith Ely; Allen Phibbs, Keith Ely and Associates</i></p> | | | | |
| <input type="checkbox"/> 03v | <input type="checkbox"/> 03ap | <input type="checkbox"/> 03 | <p>Improve Profitability and Customer Retention in your Service and Parts Operations Understand the critical variables of the service department and how the parts operation supports them. You will also learn how to manage your time on a daily, weekly, and monthly basis to achieve consistent results. <i>Presented by: Robert Atwood, NADA/ATD Dealer Academy</i></p> | | | | |
| <input type="checkbox"/> 04v | <input type="checkbox"/> 04ap | <input type="checkbox"/> 04 | <p>Increasing Service Department Profitability through Increasing Technician Throughput This workshop will provide the knowledge and understanding to organize and improve service department production options and processes. The speaker will examine the production tools and processes that improve repair cycle time, shop loading and billed throughput. <i>Presented by: Mark Martincic, mm Profit Group</i></p> | | | | |
| <input type="checkbox"/> 05v | N/A | <input type="checkbox"/> 05 | <p>State of the Truck Industry 2008 and Outlook to 2011 This workshop is a comprehensive look back at the restructuring of the truck industry, how and why it has changed, how it is anticipated to change over the next three years – and the impact this will have on the truck dealer. <i>Presented by: Stu MacKay, MacKay and Co.</i></p> | | | | |
| <input type="checkbox"/> 06v | <input type="checkbox"/> 06ap | <input type="checkbox"/> 06 | <p>Creating an Action Plan for an Effective Web Marketing Program This workshop will educate dealers on becoming better Internet marketers by teaching strategies that help generate more leads. The speaker will challenge dealers' current perception of the Internet and their website, forcing them to re-evaluate their marketing strategies and their ROI. <i>Presented by: Jennie Davis, Truck Web Services</i></p> | | | | |
| N/A | <input type="checkbox"/> 07ap | <input type="checkbox"/> 07 | <p>New Federal Regulatory Developments Impacting Truck Dealerships Listen as NADA/ATD Regulatory Affairs attorneys cover a variety of key topics ranging from challenging safety mandates, the latest developments on identify theft, credit requirements, marketing restrictions, OFAC, and much, much more. <i>Presented by: Douglas Greenhaus; Paul Metrey, NADA/ATD Legal Group</i></p> | | | | |
| N/A | <input type="checkbox"/> 08ap | <input type="checkbox"/> 08 | <p>News from the IRS – What You Should Know IRS Excise Industry Specialist Bob Cirilli and IRS Motor Vehicle Technical Advisor Terri Harris will update attendees on an array of federal tax issues impacting franchised truck dealers. <i>Presented by: Terri Harris; Robert Cirilli, Internal Revenue Service</i></p> | | | | |
| <input type="checkbox"/> 09v | N/A | <input type="checkbox"/> 09 | <p> SUPER WORKSHOP Execute or Be Executed: Move Strategic Thinking to Strategic Doing Sam Geist will show you how to maximize your opportunities and retain customers by asking the tough questions - what makes your dealership different, what changes must occur within the organization if you are to continue to evolve? <i>Presented by: Sam Geist</i></p> | | | | |
| <input type="checkbox"/> 10v | N/A | <input type="checkbox"/> 10 | <p>BONUS From NADA '08 Identify and Develop the Eight "Must-Have" Qualities of Effective Leaders This workshop presents three baseline traits and three hard-wired traits that leaders must have to lead effectively and to consistently grow their people and organization. It also presents two essential traits that can be taught and learned. <i>Presented by: Dave Anderson</i></p> | | | | |
| <input type="checkbox"/> 11v | N/A | <input type="checkbox"/> 11 | <p>BONUS From NADA '08 The Best Part of Business is Profit In this workshop, Jeffrey Gitomer will give you the steps to earn profit. Learn how to greet the customer, earn credibility, and make the customers experience at the dealership memorable.....<i>Presented by: Jeffrey Gitomer</i></p> | | | | |
| <input type="checkbox"/> qly Videos <input type="checkbox"/> DVD <input type="checkbox"/> iPod \$59⁹⁵ each | <input type="checkbox"/> qly Audio-Points <input type="checkbox"/> Audio-Point \$39⁹⁵ each | <input type="checkbox"/> qly Audios <input type="checkbox"/> CD <input type="checkbox"/> MP3 <input type="checkbox"/> iPod \$19⁹⁵ each | <table border="1"> <tr> <td style="text-align: center;"> <p>Complete ATD WORKS Package: All Sessions, All Formats! ① \$399 <i>Includes Printed Reference Materials!</i></p> </td> <td style="text-align: center;"> <p>Complete ATD Audio Package: CD, MP3, or iPod ② \$99 <i>11 Audio Sessions</i></p> </td> <td style="text-align: center;"> <p>Complete ATD AudioPoint Package: New Format! ③ \$199 <i>6 AudioPoint Sessions</i></p> </td> <td style="text-align: center;"> <p>Complete ATD Video Package: DVD or iPod Video ④ \$299 <i>9 Video Sessions</i></p> </td> </tr> </table> | <p>Complete ATD WORKS Package: All Sessions, All Formats! ① \$399 <i>Includes Printed Reference Materials!</i></p> | <p>Complete ATD Audio Package: CD, MP3, or iPod ② \$99 <i>11 Audio Sessions</i></p> | <p>Complete ATD AudioPoint Package: New Format! ③ \$199 <i>6 AudioPoint Sessions</i></p> | <p>Complete ATD Video Package: DVD or iPod Video ④ \$299 <i>9 Video Sessions</i></p> |
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