



2008 NADA Convention Workshop Recordings

2008 National Automobile Dealers Association

February 9-12

San Francisco, CA

NEW AudioPoint Format Special Pre-Loaded iPod Offer!

Take the invaluable skills and training of NADA's 2008 Convention back to your Dealership. All 40 workshops are available on audio CD, MP3, and iPod Audiobook format. All 13 video sessions are available on DVD or MP4 format. All 40 sessions are available on NEW AudioPoint format.

NEW This Year!



AudioPoint Format Available for all 40 sessions!
Powerpoint presentations with session audio built-in, providing a virtual re-creation of the original workshop, for play on any computer using your browser. Best of all, the complete AudioPoint Pack is **distributed on a 2GB USB JumpDrive**, allowing easy transfer of files on multiple computers.

Pre-Loaded iPod NADA sessions pre-loaded
Looking for a good excuse to get your own iPod? Purchase any complete package and have it pre-loaded onto a new 80GB video iPod

Add \$300

Package Pricing

1 The **WORKS!** "Best Deal" **\$1195**

Look what you get:

- ✓ All 40 audio sessions in 3 formats: CD, MP3 & iPod Audiobook
- ✓ All 40 in new AudioPoint format
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- ✓ **BONUS: Printed Reference Material Companion Book**
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2 **CD/AudioPoint Pack** **\$899**

The most popular formats in one package!

- ✓ All 40 audio sessions in classic CD format
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- ✓ Presenter Reference Materials on CD-ROM

3 **Audio Pack** **\$499**

- ✓ All 40 audio sessions select 1 format: CD, MP3, or iPod Audiobook
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4 **AudioPoint Pack** **\$599**

- ✓ All 40 sessions in new AudioPoint format delivered on a 2GB USB Jump Drive
- ✓ Presenter Reference Materials on CD-ROM

5 **Video Pack** **\$499**

- ✓ All 13 video sessions select 1 format: DVD or MP4
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2008 NADA convention workshop programs

Video	AudioPoint	Audio	Tracks and Workshops	(NADA reserves the right to remove any workshop title from sale)	Presenter(s)
Strategic Business Management and Succession Planning					
○ 01v	□ 01	□ 01	Changing Lanes: How to Understand and Budget for New Technology		Sandi Jerome
	□ 02	□ 02	Dealership Succession: Treating Family Fairly		Hugh Roberts; Ricci Victorio
	□ 03	□ 03	Compliance Exposure That Can Crush Your Dealership	Emily Marlow Beck; Rob Cohen; Michael Charapp	
	□ 04	□ 04	Chinese Vehicles : What The Future Holds for the U.S. Market		Tim Dunne; Albert Gallegos
	□ 05	□ 05	NADA 20 Group - Best Idea Session		Dick Parrish
	□ 06	□ 06	Federal Regulatory Developments Impacting Automobile Dealerships		Doug Greenhaus; Paul Metrey
	□ 07	□ 07	News from the IRS: An Update on Dealership Federal Income Tax Issues		Terri Harris
	□ 08	□ 08	Decreasing Revenues, Rising Cost; Solutions for Dealership Expense Reduction		Jodi Kippe
	□ 09	□ 09	Public v. Private Caps: Where the Public Caps Do Well		Jeff Sacks
	□ 10	□ 10	Reducing Losses by Influencing Employee Behavior		Dave Cameron
Business Development - Find and Keep Your Customers					
○ 11v	□ 11	□ 11	Low to No Cost Marketing: Proven Ways to Increase Profitability		Scott Toland
○ 12v	□ 12	□ 12	How to Effectively Capture the Sub-Prime Market		Peter Martin; Mike Chumney
○ 13v	□ 13	□ 13	A Matter of Trust: Online Advertising Builds Credibility and Drives Sales	Kathy Kimmel; Nancy Stracione; Matt Lamoureux	
	□ 14	□ 14	Flood Your Showroom Floor with Traffic		Sean Gardner
	□ 15	□ 15	Negotiating Techniques for Different Customers and Buying Styles		Marc Smith
	□ 16	□ 16	Who's Driving Profits? What The Emerging Multicultural Consumer Means to Your Business	Moskowitz; Brown; Gonzales; DeVere; Dillard; Payton	
Vehicle Sales - Performance and Profitability					
○ 17v	□ 17	□ 17	Increase Sales, Finance and Service for Gross		Joe Verde
○ 18v	□ 18	□ 18	Questions Are the Answer: Turning Questions Into Profit During the Sales Process		David Martin
○ 19v	□ 19	□ 19	Seven Skills for Setting Appointments over the Phone		John Mlinarcik
	□ 20	□ 20	Eight in '08! Essential Ingredients for Doubling Your Used-Vehicle Sales and Profitability		Randy Barone
○ 21v	□ 21	□ 21	Laying a Foundation for Success: Why People and Process are the Keys to Profitability		Kirk Manzo
○ 22v	□ 22	□ 22	The Salesperson: A "Business Within a Business"		Chip Thomas
	□ 23	□ 23	Apply "Superstore" Strategies and Tactics for Pre-Owned Success		Dale Pollak
○ 24v	□ 24	□ 24	Online Retail and Wholesale Integrations for Success		Howard Poliner
	□ 25	□ 25	Five Secrets to Increasing Your Used Vehicle Profits	Pete Margaros; Melinda Zabritski; Doug Sellers	
	□ 26	□ 26	F&I in an X & Y World		Ronald Reahard
Fixed Operations - Advantages of Unity					
	□ 27	□ 27	10 Strategies for Satisfying Consumers of 2008		Ted Ings
	□ 28	□ 28	Parts and Service: Bringing the Customers Back		Mike Nicholes
	□ 29	□ 29	Performance Pay Plans for Fixed Operations		Lee Harkins
○ 30v	□ 30	□ 30	The Shortest Distance to Your Sales Floor is Through Your Service Door		Charlie Polston
	□ 31	□ 31	The Four Essentials to Achieving 100 Percent Service Absorption		Don Reed
	□ 32	□ 32	Maximize Your Body Shop's Efficiency and Profitability		Robert Rick
	□ 33	□ 33	A Quick Path to Warranty Success		Robert Campbell
Human Resource Management and Development					
○ 34v	□ 34	□ 34	Identify and Develop the Eight "Must-Have" Qualities of Effective Leaders		Dave Anderson
	□ 35	□ 35	Seven Deadly Employment Sins: Which Have You Committed and What Will They Cost You?		Christopher Hoffman
	□ 36	□ 36	The "Halo Effect" Of Powerful Leadership		Paul Cummings
	□ 37	□ 37	Release Your Inner Productivity: Effective Recruiting, Managing and Retaining Strategies		Jon Quade
	□ 38	□ 38	Wage and Hour Laws: Are You in Compliance?		James Hendricks, Jr.
	□ 39	□ 39	Hiring Winners: How to Select and Develop to Retain Sales Professionals		Laura Ryan; Ian Perrin
○ 40v	□ 40	□ 40	The Best Part of Business is Profit		Jeffrey Gitomer

(qty videos) (qty APs) (qty audios)

AUDIO PRICING:
CD, MP3 & iPod

1-11 @ \$19⁹⁵ ea.
12+ @ \$16⁹⁵ ea.

40 sessions to choose from!

AUDIOPPOINT PRICING:
AP* AudioPoint format

@ \$39⁹⁵ ea.

40 sessions to choose from!

VIDEO PRICING:
DVD or MP4

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13 sessions to choose from!

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