

2009 NADA convention workshop programs

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AudioPoint Format - audio synched with Powerpoints, plays on all computers with a browser or on an iPod.

DVD & iPod Video
AudioPoint
CD, MP3, iPod Audio

# 509-	# 509-	# 509-	Track 1 - Strategic Business Management and Succession Planning	Presenter(s)
	<input type="checkbox"/> 01	<input type="checkbox"/> 01	The Credit Crisis: Implications and Opportunities for Your Business	Erin Kerrigan
002v	<input type="checkbox"/> 02	<input type="checkbox"/> 02	Developing Strategies for Innovation and Growth	Jay Rao
	<input type="checkbox"/> 03	<input type="checkbox"/> 03	Lean Management - Unleash Your True Potential	David Summers
	<input type="checkbox"/> 04	<input type="checkbox"/> 04	"Happy Days," "Family Feud," or "Survivor": Which Best Describes Your Succession Plan?	Hugh Roberts; Ricci Victorio
	<input type="checkbox"/> 05	<input type="checkbox"/> 05	Five Ways to Keep Your DMS System "CRM-Friendly"	Tom Edwards; Sandi Jerome
	<input type="checkbox"/> 06	<input type="checkbox"/> 06	Single-Point Dealerships can Survive and Thrive in Today's Market	Steve Risso; Chip Maher
	<input type="checkbox"/> 07	<input type="checkbox"/> 07	The ABCs on Privacy and Data Security Rules Affecting Dealers	Kathryn Ratte
	<input type="checkbox"/> 08	<input type="checkbox"/> 08	News from the IRS- What You Should Know About Dealership Federal Income Tax Issues	Terri Harris
	<input type="checkbox"/> 09	<input type="checkbox"/> 09	Listen, Commit, Act: Best Ideas from NADA 20 Group	Butch Hollister
	<input type="checkbox"/> 10	<input type="checkbox"/> 10	Overview of the Indian Automotive Market and Its Global Ambitions	Ashvin Chotai; S.P. Shah; Nikunj Sanghi
	<input type="checkbox"/> 11	<input type="checkbox"/> 11	Tough Times, Tougher Dealers: Saving Your Dealerships Assets	Michael Charapp; Brad Nicklin
Track 2 - Business Development - Find and Keep Your Customers				
012v	<input type="checkbox"/> 12	<input type="checkbox"/> 12	Managing for Profitability: Tracking and Measuring Media Value in the Online Age	David Kain; Dennis Galbraith
013v	<input type="checkbox"/> 13	<input type="checkbox"/> 13	How Smart Dealers Are Changing The Way They Advertise	Dorothy Miller Shore
014v	<input type="checkbox"/> 14	<input type="checkbox"/> 14	Creating Superstar Salespeople	Mark Tewart
015v	<input type="checkbox"/> 15	<input type="checkbox"/> 15	Building a Valuable Connection between your Dealership and your Community	Denise Scattergood; Scott Toland
016v	<input type="checkbox"/> 16	<input type="checkbox"/> 16	Understanding the Components of Online Advertising	Jamie Lomas
017v	<input type="checkbox"/> 17	<input type="checkbox"/> 17	Technology Enabled Sales and Marketing: Putting People Skills Back into the E-process	James Ziegler
018v	<input type="checkbox"/> 18	<input type="checkbox"/> 18	How to Convert Lost Opportunities and Increase Closing Ratios of Online Leads	Peter Martin; Irish Carroll
019v	<input type="checkbox"/> 19	<input type="checkbox"/> 19	Increase Traffic and Sales for Every Department with a Video Marketing Strategy	Sean Bradley
Track 3 - Vehicle Sales - Performance and Profitability				
020v	<input type="checkbox"/> 20	<input type="checkbox"/> 20	The Lost Art of the Business Manager...A Credit Score is Not F&I	Tony Dupaquier
021v	<input type="checkbox"/> 21	<input type="checkbox"/> 21	Exposing the Myths of Automotive Internet Sales	Howard Polirer; Joe Lescota
022v	<input type="checkbox"/> 22	<input type="checkbox"/> 22	Used-Vehicle Department Profit Accelerator	Steve Emery
023v	<input type="checkbox"/> 23	<input type="checkbox"/> 23	Survive or Thrive in the Used-Car Superstore Era	Dale Pollak
024v	<input type="checkbox"/> 24	<input type="checkbox"/> 24	Shift Happens: How Online Wholesale Sites Can Improve Franchised Dealership Profitability	Amanda Young
025v	<input type="checkbox"/> 25	<input type="checkbox"/> 25	Five Sure-fire Techniques to Increase Special Finance Volume and Profit	Mike Tamas
026v	<input type="checkbox"/> 26	<input type="checkbox"/> 26	Leveraging the Social Web: Build Your Brand, Grow Your Business	Jared Hamilton
027v	<input type="checkbox"/> 27	<input type="checkbox"/> 27	Fearful to Fearless! Seven Steps to Turning Your Salespeople into Fearless Closers	Tim Kintz
	<input type="checkbox"/> 28	<input type="checkbox"/> 28	The Four Pillars of Online Process: How to Drive Peak Performance and Internet Sales Results	Ralph Ebersole
	<input type="checkbox"/> 29	<input type="checkbox"/> 29	Seven Innovative Strategies To Hedge Your Bet and Dominate Your Used Car Market	Tommy Gibbs
030v	<input type="checkbox"/> 30	<input type="checkbox"/> 30	Selling Up in a Down Economy: Taking the Bull by the Horns in a Bear Market	Mark Walsh
031v	<input type="checkbox"/> 31	<input type="checkbox"/> 31	Reality Workshop: Identifying The Number-One Problem At Your Dealership	Chip Thomas
Track 4 - Fixed Operations - Advantages of Unity				
	<input type="checkbox"/> 32	<input type="checkbox"/> 32	Improve Profitability and Customer Retention in Your Service and Parts Operations	Robert Atwood
	<input type="checkbox"/> 33	<input type="checkbox"/> 33	Key Performance Indicators for Dealership Collision Centers	Bernie Blickenstaff
	<input type="checkbox"/> 34	<input type="checkbox"/> 34	Structuring Your Express Service Operation	Lee Harkins
	<input type="checkbox"/> 35	<input type="checkbox"/> 35	Maximize Service Advisor Performance: Four Easy Steps to Enhance Performance	Jim Phillips
	<input type="checkbox"/> 36	<input type="checkbox"/> 36	Seven Powerful Principles to Reshape Your Strengths in Service	Ted Ings
	<input type="checkbox"/> 37	<input type="checkbox"/> 37	The Essential Eight Processes for Maximizing Service Profits	Don Reed
	<input type="checkbox"/> 38	<input type="checkbox"/> 38	How to Instantly get High Survey Scores, High Customer Retention and Outstanding Product Sales	Jeff Cowan
Track 5 - Human Resource Management and Development				
	<input type="checkbox"/> 39	<input type="checkbox"/> 39	Avoid Senseless Litigation: How to Build a Legally Sound Pay Plan	Christopher Hoffman
	<input type="checkbox"/> 40	<input type="checkbox"/> 40	"On Board" Hire the Right Employees and Create an Orientation Process to Keep Them	Mike Poskey; Robert Bekken
	<input type="checkbox"/> 41	<input type="checkbox"/> 41	Blueprint for Hiring Top Performers	Ricky Wolfe
	<input type="checkbox"/> 42	<input type="checkbox"/> 42	The Power of the Pay Plan	Peter Chafetz; Jim McDavid
043v	<input type="checkbox"/> 43	<input type="checkbox"/> 43	How to Identify and Overcome the Dirty Dozen Causes of Management Failure	Dave Anderson
	<input type="checkbox"/> 44	<input type="checkbox"/> 44	Keys to Driving Online and Phone Traffic: Do You Have the Personality?	John Mlinarcik
	<input type="checkbox"/> 45	<input type="checkbox"/> 45	Improving Attitudes, Efficiency and Communication in the Dealership	Art Niemann, Sr.
046v	<input type="checkbox"/> 46	<input type="checkbox"/> 46	The Five Essentials to Create and Maintain Accountability in Your Dealership	Michael Rees
Lifeline to Profits				
	<input type="checkbox"/> 47	<input type="checkbox"/> 47	Lifeline to Profits	Randy Brenckman; Brad Lawson; Mark Rogers
Super Workshop				
048v	<input type="checkbox"/> 48	<input type="checkbox"/> 48	The Four Secrets Used By Great Companies To Succeed In Tough Times!	Jason Jennings

(qty) (qty) (qty)

Transfer quantity totals to front page

AUDIO PRICING:
CD, MP3 & iPod Audio
@ \$19⁹⁵ ea.
Complete Audio Pack: \$549

AUDIOPOINT PRICING:
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DVD or iPod Video
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Complete Video Pack: \$649