

## 8 DIGITAL SUCCESS TOOLS YOUR DEALERSHIP MUST USE AND HOW TO USE THEM

### PRESENTED BY DAVID KAIN

In this 1-day workshop, David will provide essential guidance on what leading Dealerships are using to engage with customers more effectively, leverage management for exceptional results, recruit, hire and train employees, and several other proven strategies. You'll enjoy not only learning what to do, but how to do it. Each idea will come with fundamentals on how to make it work at your dealership.

**99% of attendees at David's seminar last year rated him "Excellent!"**  
*"Great ideas and a New Approach" • "Please make it an annual training!"*

#### What You Will Take Away:

- The knowledge of what a true VIP experience can provide in motivating customers to engage, appoint and purchase
- A simple to use "how to" guide you can take back to the dealership to ensure utilization of the strategies and tactics covered in the workshop

---

**\*As a special activity, we will also have a guest speaker from Oracle Data that will detail how you can implement data enrichment to more effectively reach customers in the market to improve your marketing and sales results.**

---

**KEY AUDIENCE: BDC Managers, Internet Directors, General Managers**

**When: Wednesday, November 7th • 9:00am to 4:00pm**

**Where: National University - 3390 Harbor Blvd., Costa Mesa**

**Cost: \$99 OCADA Members** *Lunch will be served*

Dealership: \_\_\_\_\_ Primary Contact: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

All registrations will be confirmed via email.

**Email to [Kim@ocada.org](mailto:Kim@ocada.org) or Fax to 949.428.5054**