

# CHANGE THE INTERNET CONVERSATION

Let us show you how to use the power of Internet Technology to build relationships

**AutoSuccess**  
THE #1 SALES-IMPROVEMENT MAGAZINE FOR THE AUTOMOTIVE PROFESSIONAL

PRESENTS



May 13 & 14, 2008  
The W Hotel  
New Orleans

Sign up TODAY for the 3rd Annual Synergy Sessions.

Previous Synergy Sessions have included hundreds of dealerships from all over the country: Towbin Dodge, Longo Toyota, Norm Reeves Honda, Galpin Ford, Motor City GMC, Fred Beans, Nelson Mazda and Peruzzi Toyota.

Not only do dealerships attend, so do Trainers, Manufacturers and 20 Group Services and Associations.

Industry practices, incredible information, exercises, break-out sessions, material and giveaways provided through multi-media presentations from the industry's elite.

Exhibitor Hall featuring booths, products and services will be available to the attendees - This is NOT a Time Share pitch, you are coming here to learn.

Special room rates will be available through The W Hotel New Orleans. Complimentary breakfast and lunch will be served both days.

This event will address many of the topics no one talks about in the industry.

- How to break bad marketing habits
- Failures of the "follow the herd" mentality
- How to get rid of the vendors selling "snake oil" to solve your problems
- Why some dealer Web sites "suck" and what you can do to avoid those mistakes
- The "blessings and curses" of the manufacturers online involvement in your business

We have all heard that the definition of insanity is doing the same thing over and over and expecting a different result. Dealers have told us they are tired of this strategy. For the dealers who want to break from that mold, we will offer real solutions to change the prevailing (and failing) mind set.

Some of the other topics covered will include:

- Video Search Engine Optimization to Drive More Customers to your showroom
- The Power of Micro-Sites
- Managing your online inventory to create value opportunities
- Leveraging Social Networks to get more leads
- Using Third Party Providers to build incremental sales
- Selling Aftermarket products to increase customer satisfaction

To learn more about this event and the speakers and topics that will be presented, visit

**SYNERGYSESSIONS.COM**  
or call 888.815.4417



Hosted by  
Sean V. Bradley  
Founder and CEO of Dealer Synergy



Reader Promo Code:

**AS0508**

**ONLY \$295.00**  
with promo code

On sight registration is \$590. Register in advance and save 50%. Online registration available using any major credit card.

**VIP PARTY**

All attendees are invited to our VIP Party sponsored by TK Carsites, Kaizen Multimedia and Dealer.com on Tuesday evening. You can network, enjoy the food and beverages and listen to some great New Orleans music.

