

**Press Release:**

**CarLance Announce the 2011 Dealership Red Zone Playbook Sales Summit**

Everyone 2 Everyone™ Grass Root Inclusion Movement 2 Women and Culture Selling

PHOENIX, Az., April 14, 2011 - CarLance Automotive Consulting is a new grassroots automotive dealership event training and consulting firm. CarLance is under the direction of Deborah Sims, president and successful retail automotive veteran trailblazer with 25 years of experience. CarLance has announced the first annual 2011 Dealership Red Zone Playbook Sales Summit in Phoenix, AZ on September 19-21, 2011.

Deborah Sims notes that “the new grass root training mission is about the CarLance business training philosophy for the retail automotive industry.” CarLance makes best practices practical, including targeted training workshops for women as well as cultural and green learning sessions for successful sales and careers in franchises and independent used car dealerships.

Ms. Sims states, “*Everyone* needs to sell cars to *everyone*. Our everyone2everyone™ program philosophy is inclusion training. The car sales market representation has changed greatly to show that women, cultural and diversity shoppers make up over 53% of purchases of all cars sold in the US. Who sells them? Mostly men. And who buys them? Mostly women and cultural diversity buyers.” She adds, “This showroom representation selling and lack of inclusion has to change now.”

Sims states, “The automotive dealership sales and management careers is wide open for everyone but women have not been supported or represented well due to old stigmas, gender hiring discrimination and manufacturers’ lack of direction to its dealer body.” CarLance has placed itself as an advocate for change, including relevant workshops in the upcoming September sales summit training agenda. We plan to offer all of our allied and participating dealers a better playbook in diversity training programs to “compete and level the playing fields.” CarLance believes that better cross segment representation training equals higher customer satisfaction and profits for our dealers, vendors and manufacturers’ event participants.

Ms. Sims further says that “for successful automotive dealerships, women and diversity selling and career training are a must. Smart dealerships know this fact and are willing to train their male-dominated staff how to sell to and market to women buyers.” CarLance is planning great consulting and training for dealership subject matters, such as social media, sales, compliance, marketing, finance, HR, and diversity training. CarLance is hosting the first 2011 September Dealers Playbook Sales Summit. The event programs will include cutting edge topics like sales, service, marketing, social media, internet marketing, finance, compliance, HR, speakers, exhibitors and more.

CarLance Red Zone Playbook Sales Summit in September 2011 will lead the way to adding key sales and marketing advocates in the sales culture of automotive dealerships. The change means inclusion of women, cultural selling and green workshops slated for the 2 ½ day Summit Event from September 19-21 in Phoenix.

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For more information, tickets, media, sponsors

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