

Revitalize Your Team Refresh Your Playbook Get In the Game to Win!



CarLance 2011 Dealers RED Zone Playbook Sales Summit

Get Off the Bench into the Game | Leadership Strategies to Win!

SEPTEMBER 19-21st 2011



SIGN UP NOW!

The Event

CarLance first annual RED Zone Dealer Playbook Sales Summit is coming to Phoenix-Scottsdale, Arizona! You're now being called to get off the bench and into the game to compete and sell to win!

The 4th and final sales quarter of 2011 is coming

The car markets are changing more than ever. Prepare your dealership to take top position. Refocus your leadership now to attend this fantastic sales summit, and increase your money and market position. Plan now to finish 2011 stronger by attending the 2 ½-day sales and management inclusion summit.

Revitalize your team playbook with new strategy coaching and innovative technology tools, along with challenging break-outs, leadership, networking opportunities and stimulating speakers.

CarLance Consulting Marketing

CarLance's professional staff has 25 plus years of automotive industry sales, coaching, and dealership experience and knows what franchise and independents dealers are looking for in sales and management workshops. Car Lance's proactive training philosophy is simple: productive sustainability 2 inclusion.

Why Participate in the Zone?

- **Everyone** matters when you attend CarLance Training - Personal Interactions
- **Inclusion Selling** is this year's goal, along with popular workshop topics, great speakers, and wonderful moderator resources.
- Attend the "invest in **Green Energy** selling workshops.
- CarLance's training events offer **great value** and a worthwhile investment.
- Attend our inclusion "Everyone2Everyone" Leadership **Women & Culture** diversity workshops- such as "Changing Your Work Face."
- Fantastic Panels/Open Forums- Discover your **Dealership DNA**
- New "**Think Bars**" - Great Interactive Brainstorming Solution Builders
- **Innovative Vendors** will showcase cutting-edge products and services.
- Professional **Energize Workshop** sessions
- Opportunities to enhance your vision, strategic thinking, and daily decision making

What makes CarLance automotive training summits different?

CarLance workshop events offer knowledgeable industry presenters and moderators with cutting-edge topics to help participants to learn effectively. Our workshop seminar sessions are set up for personal interactive training and, more importantly, to give YOU a chance to speak and share.



Women Dealership professionals are encourage attending this Inclusion Red Zone Summit

You'll learn fresh new ideas and be able to share with other like-minded visionaries in ways that count for your dealership. "People Plus Series" provide the "Bring It" learning summit to participants through innovative, interactive trainers and workshop presentations.



SIGN UP NOW!

for early bird and big team group discount ticket registrations.

Registration Form:

<http://redzoneddealersummit.eventbrite.com/>

Who Should Attend?

Dealers, GMs, GSMs, women sales professionals and management, all dealership department managers, office, management personnel, vendors, manufacturers

Here's a brief outline of the many Winners Circle workshop topics

- Selling Volume and Gross Profits- The Balancing Act
- Finance/ Compliance/ Special Finance
- Advertising /Marketing – Branding Up Your Market
- Women- Cultural- Diversity Workshops- It's a Women's World
- Floor Plan Management
- Internet Management- Technology- Digital Marketing Logistics
- Service Drive Marketing- Driving Laps to Retention
- Green Energy Training
- Recession-Proof Your Dealership
- Social Media: Twitter, Facebook, Google Marketing
- Recruiting Hiring/HR Standards Compliance
- Your Data CRM Management
- Top Used Car Inventory Marketing
- Round Table-Panel Sessions
- Office Managers/ Deal Management/ Expense Controls
- Customer Service/ Retention

Early Bird Registration

Sign up today for Early Bird registration prices, and save even more by adding your key personnel with Group Team discounted savings for 3 or more. Non-industry allied, global dealers, partner group members are welcome to attend. Contact us for details.

Speakers- Announcements Coming Soon...

Sponsorship Partners

CarLance provides a variety of marketing advertising opportunities for your target automotive market base for better value and exposure. Contact us for more information regarding available sponsorship representation, and exhibitor, conference speakers and sponsorship, workshop, platforms Contact us at media@carlance.com

Activities: Golf, Tennis, Morning Workouts, Shopping, Swimming, fun.

Hotel- Coming Soon...

sample

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Fax to: 623-474-2991 or email: events@carlance.com

Sponsorship Interest Form: Please send us more information regarding (Circle One)

Sponsorship Exhibitors Speaking Workshops Attendance

Company _____ **Email:** _____

Address: _____ **State** _____ **Zip Code:** _____ **Phone:** _____

Attention _____ **Website/Blog** _____