

# LEADERSHIP MASTERY

## Automotive Leadership & Management Workshop

*“Lead people, manage processes”*

**WHAT:** Leadership & Management Workshop  
Recruiting, Motivation, Sales & Marketing

**WHEN:** Tuesday, December 12  
9:00am – 6:30pm

*Session 1 - Recruiting & Motivation*  
9:00am - 1:00pm

*Session 2 - Sales & Marketing*  
2:30pm - 6:30pm

**WHERE:** Sheraton Perimeter North Hotel  
800 Hammond Dr., Atlanta GA 30328  
[www.sheratonatlantaperimeter.com](http://www.sheratonatlantaperimeter.com)



### SESSION 1 - Recruiting & Motivation

December 12

9:00am - 1:00pm

- 10 creative & free places to find candidates
- How to recruit rock stars
- Applicant pre-screening practices
- Onboarding & setting expectations
- How to reduce turnover dramatically
- Coaching and performing one-on-ones
- Motivation with non-monetary rewards

The biggest expense a dealership has is a salesperson who doesn't work or the one they hire who doesn't work out. The cost is in TIME, ENERGY, LOST SALES and DEMORALIZED TEAM!

This session focuses on the proven principles of recruiting and motivation to reduce wasted time, energy, money and resources on unproductive salespeople and grow your team!

Jonathan Dawson is known for integrating **psychology** with **proven sales principles** to increase productivity of salespeople, managers and dealers in today's competitive market. You will be impressed and excited by how easy it is to implement and use his techniques in the "real world." Many managers say they were able to receive a 1000% return on investment within the first 48 hours!

**Unlike most trainers** who haven't greeted a customer or closed a deal in over a decade, Jonathan doesn't just teach theories or tells stories of "back in the day." His presentation style incorporates real-world examples. For over 15 years, Jonathan has had the privilege of working with some of the top salespeople and managers in the country. His presentations are some of the highest rated at NADA, Digital Dealer and Driving Sales.

## SESSION 2 – Sales & Marketing

December 12

2:30 - 6:30pm

- Social media marketing = SALES in today's market
- Online reputation management
- Creating community-based marketing
- How to increase referrals by 400%
- 20 zero cost traffic creating ideas
- Creating a "Raving Fan" sales experience
- Maximizing your highest value customers

The second greatest expense to a dealer is the loss of revenue due to ineffective marketing. Advertising is also wasted when your sales people lose customers that you brought in.

This session will focus on psychological principles of sales & marketing that generate loyal clients and do it by leveraging your two greatest assets - your people & your customers!

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### Automotive Leadership & Management Workshop

#### HOW TO REGISTER

Text/Call: (678) 664 - 9695  
Email: info@sellchology.com  
Online: www.sellchology.com/workshops

#### WHO SHOULD ATTEND

Dealer, GM, GSM, NCM, UCM, SM & HR

#### INVESTMENT

**Any one session:** \$495 / person  
**Both sessions (VIP):** \$895 / person (lunch included)  
**Sellchology Clients (VIP):** \$295 / person (lunch included)

## JONATHAN DAWSON HAS PRESENTED AT...

