

## **Monday, April 8th | 9:00am - 11:30pm**

### **Session #1 - Recruiting, Hiring & Onboarding**

- 10 FREE & creative places to find strong candidates
- Applicant pre-screening best practices
- On-boarding & setting expectations early
- How to recruit and attract Rockstar candidates
- Interview best practices to determine skills
- How to reduce turnover by preventing bad hires

*The biggest expense a dealership has is a salesperson who doesn't work or the one we hire who doesn't work out. The cost is in TIME, ENERGY, LOST SALES, DEMORALIZED TEAM, and the list goes on! This session emphasizes the proven principles of recruiting and onboarding that **WILL** reduce wasted time, energy, money and resources on unproductive salespeople and help you grow your team on purpose instead of on accident!*

## **Monday, April 8th | 12:30pm - 3:00pm**

### **Session # 2 - Coaching & Motivating**

- Discover the 5 languages & 6 core values of your team
- Perform psychological one-on-ones that build loyalty
- Unlock your leadership skills to grow your team
- Find your team's hot-buttons to unleash their potential
- Help your team set goals that inspire them
- Develop an on-going coaching and training program

*We all wonder, "What can I do to help my people get to the next level?" How often do you find yourself either frustrated or confused by the apparent lack of drive and motivation of some of your team members? In this session you will learn how to discover and unlock what motivates your people and how you can lead them to their next level because you understand the psychology behind their goals and what will drive them.*

## **Monday, April 8th | 3:30pm - 6:00pm**

### **Session # 3 - Sales & Marketing**

- Social media marketing = SALES in today's market
- Online reputation management & review collection
- ZERO COST traffic creating ideas
- 400% increase in referral leads and opportunities
- Creating community-based marketing strategies
- 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 you bring customers into a process (or people) that lose the customer! The best advertising is "word of mouth" and this session is to learn psychological principles of sales & marketing that will generate long-term, loyal clients and do it by leveraging your two greatest assets - your people & your customer!*

# Sellchology Leadership Mastery

## Automotive Leadership & Management Workshop

**WHAT:** Recruiting | Marketing & Sales | Team Motivation

**WHEN:** April 8<sup>th</sup> (3 sessions to choose from **OR** attend ALL 3)

Sessions: April 8<sup>th</sup> (Session 1) 9:00am – 11:30pm  
April 8<sup>th</sup> (Session 2) 12:30pm – 3:00pm  
April 8<sup>th</sup> (Session 3) 3:30pm – 6:00pm

**WHERE:** Sheraton Suites Hotel, Galleria | (770) 955-3900  
2844 Cobb Parkway, SE, Atlanta, Georgia, 30339

**REGISTER:** Call/Text (205) 601 - 3461  
Email [mdiaz@sellchology.com](mailto:mdiaz@sellchology.com)  
Online [www.sellchology.com](http://www.sellchology.com) (Events)

Ticket availability, pricing, & details at [Sellchology.com](http://Sellchology.com)



**100% Money Back, Zero Risk, \$50,000 guarantee on all sessions!**

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