

INTERNET SELLING/MARKETING & STRATEGIES

PROGRAM CODE:	✚ IS-1
PROGRAM DURATION:	✚ 1 day: 8:30 a.m. - 4:30 p.m.
WHO SHOULD ATTEND:	✚ Internet Salespeople, Internet Sales Managers and General Sales Managers
PROGRAM OBJECTIVE:	✚ Provide participants with the knowledge, tools , processes and sales procedures to develop a successful internet marketing/selling strategy

PROGRAM CONTENT:

- ✚ The purpose of a good website
- ✚ What consumers expect and demand of your website
- ✚ Good websites vs. poor websites
- ✚ How to drive customers to your website and keep them coming back
- ✚ How to ensure that your website places prominently on search engines
- ✚ Understanding Search Engine Optimization (SEO)
- ✚ Organic Optimization vs. Pay-Per-Click campaigns (PPC)
- ✚ The use of Syndicated Points
- ✚ The new world of Social Network Marketing
- ✚ Tips and ideas for inexpensively marketing your dealership's website
- ✚ Cross marketing strategies
- ✚ The effective use of banner ads
- ✚ Tools and technology that enhance and help manage your website
- ✚ Measuring your website's effectiveness with analytical tools
- ✚ North America's "Best Business Practices" for photographing, pricing and providing vehicle information on-line
- ✚ Capturing e-mail, creating a database and managing leads
- ✚ Policies and procedures for an Internet Sales/Marketing Department
- ✚ E-mail etiquette and recommended response times for doing business on-line
- ✚ Successful strategies for responding to challenging and difficult e-mail requests: "best price", "trade value", availability, etc.
- ✚ Strategies to secure appointments from e-mails enquiries

PROGRAM INVESTMENT:	✚ \$485 / Participant (\$385 for Roy Speed Ross Dealers)
INCLUDES:	✚ Comprehensive text-based manual
	✚ Worksheets and forms
	✚ Coffee, tea, refreshments
	✚ Lunch

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