**T H I N K**

One of the most difficult things for most people to do is to sit down and _think_. It’s a lost art because we have so many distractions. In fact, we get more input in a week than our great grandparents got in their whole lifetime.

We have TV, the Internet, radio, baseball, football, politics, the economy, add a war or two, and global warming along with hundreds of other things to think about — besides our careers, our families and where we’d like to be a few years down the road.

It’s real important that you take some time on a regular basis to _think_ about _you_ , _your job_ , _your family_ and what you want your future to look like in years down the road.

As the old saying goes...

“We don’t plan to fail, we just fail to plan.”

Like we’ve said before, the average person spends more time planning a two week vacation than they spend planning their career and retirement.

_It’s your career! And if you don’t plan and prepare for your own success, most likely no one else will either!_

---

**The Skills You Need To Sell A Car To Your Next Customer**

New Course On JVTN®
Go To JVTN.com

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**We Lose Easy Sales...**

**How To Quickly Lose A Few Sales Every Month**

No, these aren’t the ONLY mistakes, or even the BIGGEST mistakes salespeople make. They’re just some of the most COMMON mistakes most of you probably make that cost you a few deals every month...

Most salespeople spend their careers trying to figure out how to make more money and become more successful.

The problem — while they’re learning a new technique or putting in those extra hours — they’re making mistakes that cost them more on the loss side than they’re picking up on the gain side. Mistake after mistake after mistake.

Why not work _smarter_ instead of just working _harder_? Why not learn more _good_ stuff and do less _bad_ stuff at the same time so you can end up with a double treat on payday?

**5 Big Mistakes That Will Cost You Sales & Income**

1. **Not enough product knowledge and/or telling them everything you know.**

Most salespeople don’t have enough product knowledge to give a value building presentation _that matters_ to the specific customer they’re talking to. Even with salespeople who have good product knowledge, they still don’t know how to turn all that information into a targeted, value-building presentation tailored to each customer.

Even salespeople who do have enough product knowledge and try to target that information, haven’t developed the other skills that make a product presentation more effective.

Unless you know how to investigate effectively to find and then push each person’s Hot Buttons, all you can do is tell everyone everything you know about your product.

People don’t want to know everything you know about your product.

Everybody has those Hot Buttons and they’re those Features, Advantages and Benefits they care about — not everything you know about the vehicle.

Overloading them with product info they don’t care about will cost you sales and income. So instead of telling them everything you know, just assume every customer only cares about _three things_ and make it your goal to discover those 3 Hot Buttons in your investigation.

Start with _who_ it’s for, _how_ they’ll use it and _why_ they’re getting it. Really dig in and your presentations on those final 3 key benefits will be awesome.

In your investigation, if your customer stresses that their primary buying motive is _safety_ , every time you cover a _safety_ Feature, Advantage and Benefit, you move closer to the sale. Every time you cover something they _don’t_ care about, you move further from a sale.

So how much product knowledge do you need? To give a good presentation, you need to know enough to cover at least _three_ Features, Advantages and Benefits at every point of your 6-point walkaround. That means if your customer only cares about _safety_ , you need to know at least 18 _safety_ Features, their Advantages and Benefits.

As a quick reference: You need five times more product knowledge than you’ll use with the average customer.

(See “5 Common Mistakes” — continued page 4)
How To Grow In Sales...

“Joe, I just can’t get motivated to do my follow up. I know it would help, any tips?”

Wow - I guess that other than the personal satisfaction of selling more and bringing in more money for your efforts in sales, providing your family with more financial security, putting more food on the table, driving a decent, safer car instead of that junker a lot of people have our families in, and other than getting your kids braces, having good medical coverage for those emergencies that pop up, new clothes for school, insurance to protect you and your family if something happened to you, a fund to get the kids through college and having a nice nest egg as a retirement reward when it’s time for you to stop working, I really can’t think of anything. What else were you looking for?

---------------

Seriously (if the above isn’t serious enough), whether you plan to sell cars for a few months or for the rest of your life, other than developing all of the selling skills you’ll need to turn opportunities (people) on the lot into deliveries and a paycheck, there is nothing more important to both your short-term and long-term success in this business than unsold customer follow up, turning phone and Internet leads into appointments that show on the lot, and building your business through retention and prospecting.

If you think about it, other than selling when you’re face to face with a customer on the lot, everything else you do is lead generation to get someone on the lot, or back on the lot so you can get face to face again. Follow up, prospecting, working incoming calls or Internet leads – it’s all just about the same thing – building your business for future sales, whether that’s a sale this afternoon, or 3 years from now.

If you follow up the guy who just left, there’s a 33% chance he’ll come back with just a text or email and phone call. When he does, you have a 67% chance of closing the sale.

Get an Internet lead, send 11 emails back and forth, or just flip it to a phone call to focus on an appointment, more than half will show and more than half of those will buy. If they don’t show and don’t buy, then follow up with the call, the text and the email, and the 33% and 67% will kick back in again.

Stay in touch with all of your previous customers, because as a family they’ll purchase 36 vehicles. 95% of the time the family member you just sold a vehicle to, will be buying another vehicle. Stay in touch and there’s a 50%+ chance they’ll become your loyal customers in the future.

Walk 25 paces out to your own Service department, meet one or two people per day, use your mini ‘Service Survey’ as a lead in to your prospecting questions and pick up a few more sales every month.

After you wander out to Service and back, instead of heading to the huddle, use some of your down time to make a dozen or more calls each day to your own past customers, orphan owners in the dealership, or even to your own friends and family (with a prospecting purpose). If you do, you’ll pick up another few sales each month.

The opportunities to sell more and earn more are everywhere you look. You just have to master then do the activities each day that will bring in those extra sales.

No more hours – just more sales and income!

Try to put things into perspective here. Nobody (at least not me) is trying to talk you into working longer each day. Salespeople in our business are already putting in enough hours to triple their income as it is. We’re just talking about working smarter and using the time you’re already at work to get a bigger bang for being in sales and on commission.

Take it from these guys...

A salesperson in our 2-day workshop said, “I sell 300 cars a year and 240 of those sales come from staying in touch with my previous customers and getting referrals.”

In one of our other classes in Chicago, there were supposed to be 10 salespeople from one dealership and only 9 showed up so we asked, “Weren’t there supposed to be 10?” Someone said, “Oh - the other guy does your program and sells 50 cars a month and had 5 or 6 deliveries today.”

Somehow, selling 50 units a month from doing follow up doesn’t make follow up seem like it’s a lot of trouble.

A salesperson in Idaho started doing his follow up and now he makes 4 times as much money as he used to make before he decided to prospect and stay in touch with everyone.

As far as I know, none of these people are working any more hours than they worked before. In fact, just the opposite is more likely true. They’ve just switched the groups of people that they work with and are driving their own prospects on the lot and these prospects are 5 times easier to close and pay at least 40% more in gross profits.

Now they’re just working smarter, not longer and harder, and earning lots more money. I know we all need motivation, but isn’t making as much money as possible the whole idea of working in a commission-only sales position?

One last thought...

I know a lot of salespeople who make over $100,000 every year selling cars, but I don’t know any salespeople who make over $100,000 a year who don’t do their follow up.

Train Now: “Sales are missed by a few words – not a few dollars!”

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Selling Cars Today

“Ask Joe & Our Trainers”

Action + Enthusiasm = Sales!

Activity Generates
More Activity And More Sales

Are you always looking for something you can do at work to generate more sales? Are you aware that every action you take at work will generate some response either right away, tomorrow, or down the road? Did you know that when you have a planned set of daily activities that you follow every single day at work, that those activities will soon fill your day with prospects, sales and commissions?

High Activity Levels = High Achievement Levels

While average people wait and hope, successful people in sales in every industry are the ones who are always looking for the action. This is especially true of the top producers in the car business today. The high achievers in our business know that action creates activity and that it’s those activities that generate more sales today and in the future.

Average salespeople try to look busy to keep their managers off their back. But when you take a closer look around, you’ll see that those high achievers are always busy and actually doing something productive. They are with a prospect or previous customer out on the lot or back in service. When they aren’t with someone in person, they always have someone to call to follow up, prospect or help with a problem or question. When they aren’t with someone or on the phone, they always have something to check on and always have things to do that will lead to a sale, now or in the future.

These successful salespeople are the ones who aren’t satisfied with average anything... especially average paychecks. More important, they aren’t willing to sit around and wait for something good to happen because they know that never actually works out consistently enough to hit the big time.

No Excuses

Most average salespeople know exactly what they need to do to produce more. That means they’re average because for some reason they’re choosing to remain average instead of doing what it takes to improve their sales and income.

The highest achievers make it happen month after month. They do it in spite of a bad market, in spite of bad weather and in spite of the personal issues we all have to deal with.

High achievers are high achievers because they want to be high achievers, not because they got lucky. They want success, and they know success won’t just show up and tap them on the shoulder. Like the average salesperson, they also know they can be successful, and they take personal responsibility for what they do and the results they achieve.

It’s easier to buy into “I can’t” than into “I can”.

In the car business, you hear negatives every day from customers and from the other salespeople that make it sound like it’s impossible to sell more. It gets easy to buy into why things won’t work out great today, this week or this month and then justify why you aren’t selling more. It gets so bad for most salespeople they figure, “Why even try? I might as well just give up because nobody is buying.”

Don’t allow yourself to get caught in the trap! In spite of what you see or hear, get out there and cause things to happen whether you’re working the service drive, checking inventory, calling people from yesterday, working the lease expirations, making follow up calls to previous customers, checking the trades that came in yesterday or verifying appointments for tomorrow – just do something.

In sales, you are never wasting your time or your energy on any sales related activity. Activity creates more activity and that means when you do something, which means doing almost anything, you always get something in return.

It’s the ramp-up time that stops most people.

It would be awesome if you could start with nothing, make a prospecting call, have the customer come in an hour later, and two hours after that, deliver a vehicle and make more money this month.

In the end, that is kind of how it works – just not all in the same day. Here’s what I mean: If you call 10 people today, 3 of them have a family member who’ll be buying within 90 days. That’s one per month in the next three months, give or take, so your odds of ‘hitting the buyer today’, would be 1 in 30 days at 10 calls, or 1 in 15 if you made 20 calls. This is where average people give up before they start – they can only see the downside. Average people count how often things don’t work, high achievers count how often things do work and lay out a plan to do more, so they can sell more and earn more.

Think about this though: If you made those calls every day, in 90 days your prospect pipeline would be oozing sales daily and you’d end up more than doubling your sales and tripling, or more likely, quadrupling your income.

“If only I had some help...”

The biggest hurdle we all have is developing the personal discipline that it takes to be successful. You should assume that you’ll never have a sales manager with enough time on their hands to push you from 8 or 10 units to 20 or 30 or 40 units per month. To get to those levels in sales, push yourself, step up and do what you already know you should be doing.

Put it in high gear this year. Set your goals, make your plans and then go-to-work-to-work every single day.

Go to joeverde.com. Download my Go To Work To Work audio and get my book, Earn $100,000+ Selling Cars. It’s free!
“5 Common Mistakes”  
(Continued from page 1)

2. Not finding a customer’s wants and needs and just focusing on price.

Typical: “Hi – how are you folks today? How can I help you?” We’re fine thanks, we want to look at the new Tahoe. “Sure, we’ve got super low prices on every one, plus a rebate of $3,000, and if you buy today, we’ll even give you $1,500 more on your trade-in than it’s worth and free movie tickets to Transformers #27 ... what kind of a payment are you folks looking for?”

Problem #1 ... They didn’t say they wanted a Tahoe, they asked to look at one. Statistically, salespeople try to sell the wrong vehicle 30% of the time because they don’t investigate.

I can’t tell you how many times I’ve asked, “Who’s the [Tahoe] for Betty, you or Bob?” only to hear something like, “Oh, it’s not for us, our son just bought one and we wanted to see what they look like, we want a [car].”

Problem #2 ... Stop assuming that price is what gets people excited. It isn’t. They get excited about those Hot Buttons they care most about.

Problem #3 ... Realize that if you’re relying on price to try to get people excited, then it’s probably because you lack the selling skills or discipline to follow the correct selling process.

Two facts on price vs. value:
- Focus on price – sell 20% tops
- Follow my selling process – sell 50%+

3. Mishandling their trade.

Everybody thinks their trade-in is worth a lot more than it is. You do, I do and so do your customers.

The problem ... People have this thing with cars, especially their cars. Sure, you’re trying to get them to be realistic, so the 6-car guy taught you to low ball them or start pointing out all the things wrong with it. When they ask, “What’s my trade worth?” ... if you answer with a 6-car guy ‘Sales Prevention Response’ like, “Not much, you should try to sell it yourself,” it’s costing you sales.

If you want to learn how to sell more, you’re going to have to learn how to slowly, gently and quietly help them devalue their trade themselves with your silent walk around.

Before your write up, as part of your information gathering on both vehicles, walk around their trade with them. When you spot the tear in the seat, don’t say, “Wow, big tear!” Just touch it, shake your head and say hmmm, then write down, ‘Tear in front seat.’

When you get to the mangled fender, don’t say anything, just lightly run your hand over the dent, and jot down ‘fender’. When you get to the bald tires, take your informal tread depth gauge (your pen), and measure the tread that isn’t there, hold it up to look, say hmmm... and jot down ‘tires’.

You never have to say a word and when you get through, the value in their mind just dropped a few grand.

Remember: the biggest bumps you get in sales are the ones you never hear.

4. Assuming you’ll get better with age.

If experience equalled success, every 10 year veteran, should be selling 30 to 40 units a month by now, but we all know that most of them aren’t. Why?

Because you stop growing in sales as soon as you stop developing more skills.

Whether you’ve been selling for 3 months, 3 years or 30 years, if you stopped learning more after 90 days, you’ll find yourself stuck at that sales level, too. If you want to improve your sales, you have to improve your skills.

When you develop more skills, you improve your sales and income. Since most of you are on JVTN* I know you’re trying to do just that.

But too often we hear from a manager, “My guys have watched everything you have.” The statement implies they’ve completed 1,000+ chapters and a couple dozen courses (which can’t happen in real life). They say it as though just watching our training equals success.

That’s like watching every golf video ever made to improve your game. But unless you practice everything you saw and heard in those videos, nothing will change. But one of two other things will happen: You’ll either be frustrated because you see the potential and aren’t getting better, or you’ll write off what you learned on JVTN® as garbage because your game didn’t improve.

It takes practice to develop skills.

Take our new “How To Sell More Cars Every Month” course we released this year on JVTN® (the selling process). You could watch the entire course this afternoon and see almost no improvement. Or you can spend 30 to 60 days to practice, drill and master those skills and more than double your income.

Don’t ‘watch’ the course – ‘take’ the course and double your income!

5. Not wearing your happy face.

A Chinese proverb says, “Man who cannot smile, should not open shop!”

I stop for a donut by our office now and then. The lady behind the counter never smiles, never says ‘thank you’ and never seems to have a good day. The reason I stop there is because it’s the only place in town to buy a car! So leave your problems at the curb and stop trying to make people prove they’re there to buy before you’re nice to them. Just be nice, be excited to see them and do your job. If you will – you’ll sell more.

Keep it simple...Eliminate the mistakes and you’ll increase your paycheck!
Train Now: “Sales are missed by a few words – not a few dollars!”

What’s New?

6 New Sales Courses On JVTN®

NOW SHOWING ON JVTN®

1 Skills You Need To Sell A Car To Your Next Customer
2 How To Sell More Cars Every Month
3 Can I Really Make $100K+ Per Year Selling Cars?
4 Ask The Right Questions & Close More Sales
5 The Basics Of Closing
6 Turn Unsold Customers Into Be-Backs & Deliveries

“With JVTN®, I’ve doubled my numbers”

“I have been in the car business for a little over 9 years and had been averaging about 10 cars a month. We started doing the Joe Verde Training about 3 months ago and my numbers have doubled! JVTN® has been a great refresher for me, getting me back to the basics, going to work to work and setting proper goals. So far this year I sold 37 units in just the first two months (15 cars in January and 22 in February)! I keep pushing myself to do better each month, and by doing things the Joe Verde way I have no doubt that I will! Thanks for reminding me of all the things I lost sight of in the past 9 years!”

– JR, Salesperson, Ford Lincoln, Kansas

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Sean Gardner, Joe Verde Trainer

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   Winnipeg • Knoxville • Philadelphia • Nashua
   Chicago • Newark • Atlanta • Dallas • Edmonton

2 How To Close The Sale, Overcome Objections & Negotiate
   Nashville • Saskatoon • Jackson

3 Business Development
   For Salespeople & Sales Managers
   Turn Phone & Internet Leads Into Deliveries Now
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1. **How To Sell A Car & Close The Sale Today**
   Sell more units, have more fun and make more money!

2. **How To Close The Sale, Overcome Objections & Negotiate**
   For maximum gross profit

3. **Business Development For Salespeople & Sales Managers**
   Turn your phone and Internet leads into deliveries now

“I went from 14 to 25 after your class!”

“I was averaging 14 cars a month – the first month back after this workshop I sold 25! I wish I had this training when I first got into the business. Thanks, Joe!”

– Mark W., Ford Salesperson, Missouri

“Mark W. went from 14 to 25 units and your salespeople can, too!”

Call Today
Joe Verde Sales & Management Training, Inc.
1-888-316-4308 • 949-489-3780

Rev. 04_03_12
### 2-Day How To Sell A Car & Close The Sale Today Workshop

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<td>July 9 &amp; 10, 2012</td>
<td>(Mon &amp; Tue)</td>
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<td>July 19 &amp; 20, 2012</td>
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### Closing & Negotiating Workshop

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#### Business Development

**For Salespeople & Sales Managers**

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<td>August 16 &amp; 17, 2012</td>
<td>(Thu &amp; Fri)</td>
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**Required Information:** dealership name, contact person and email address

**Dealership Name** ___________________________  
**Contact** ___________________________  
**Fax** ____________________________  
**Email** ___________________________

**List attendees below (use more than one registration if necessary):**

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**Terms & Conditions:**

1. **TRANSFER POLICY:** You may transfer (1) time to another workshop and that workshop must be attended within 90 days of the originally scheduled workshop. There are no exceptions. Expenses are incurred to reserve workshop seats, no shows will be charged a fee.

2. **TRANSFER FEES:** Transfer fees will be billed to the dealership or individual who purchased the workshop seat and are due upon receipt.
   - A) All Workshops except Train the Trainer (notified in writing):
     1. More than (10) days prior to the scheduled workshop: $0 per person.
     2. Less than (10) days prior to the scheduled workshop: $100 per person.
   - B) Train the Trainer workshops:
     1. Less than (22) days prior to workshop start date: $50 per person.
     2. Less than (11) days prior to workshop start date: $300 per person.

3. **ALUMNI RATES:** Alumni rates apply only to identical workshops a person has previously attended. Positive picture I.D. must be presented at the workshop or regular enrollment fee will be applied and due immediately. If unable to verify alumni status, credit card on file will automatically be charged the difference of the current regular enrollment fee.

4. **NO REFUNDS:** If you are unable to attend a workshop within 90 days, you will automatically receive Joe Verde product in the amount equal to your purchase less applicable transfer fees, shipping and applied sales tax. There are no exceptions. No other credits will be issued or allowed.

5. **TAXES:** For workshops located in the state of Washington, add 1.8% Washington State Business and Occupation Tax per attendee.

6. **LOCATION CHANGES:** The Joe Verde Group® reserves the right to make changes in dates or locations by notifying attendees in writing or by email 30 days prior to any scheduled meeting. The Joe Verde Group® cannot be held liable for any expenses incurred by an attendee or their dealership due to acts of nature, war, or other emergencies that make it advisable, impractical, or impossible to hold a scheduled meeting.

7. **UNFORESEEN EVENTS:** The Joe Verde Group®, cannot be held liable for any expenses incurred by an attendee or their dealership due to acts of nature, war, or other emergencies that make it advisable, impractical, or impossible to hold a scheduled meeting.

8. **RESTRICTION AGAINST RECRUITING:** Should you hire an employee of The Joe Verde Group® within 12 months following the date of this workshop, you agree to pay JVG as a recruitment fee, an amount equal to ten times employee’s annualized earnings.

9. **WORKSHOP MATERIALS:** If enrolling within 4 days prior to the start of the class, The Joe Verde Group® cannot guarantee individual’s workshop materials. In the event, there is not enough workshop materials, The Joe Verde Group® will ship workshop materials to the billing address provided at the time of enrollment. Workshop materials will ship UPS Ground on or about the last day of the class.

---

**Billing Information:**

**My check or credit card payment for $ ___________________ is enclosed. U.S. Funds Only. MAIL or FAX check with this form.**

1. **USE CREDIT CARD ON FILE?** □

   **Credit Card ACCT # ___________________________ V-code _________ Exp. Date ___________________________**

   **Name on Card _________________________________________________________________________________________**

   **CC Billing Address (REQUIRED) ___________________________**

2. **AUTHORIZED SIGNER SIGNATURE**

   **I am an authorized signer for Terms & Conditions and if provided, for the above credit card or one-time withdrawal from attached check copy.**

3. **DATE**

   **FAX YOUR RESERVATION TO (949) 487-4240 ATTN: __________________________________________________________**

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**Check or Money Order # ____________________________________________**

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**For Salespeople & Sales Managers**

**Closing & Negotiating Workshop**

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**Business Development**

**For Salespeople & Sales Managers**

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**Fill in the # of seats you would like to reserve for each workshop listed – seating is limited.**
For Dealers & Managers
Joe Verde Management Workshops
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- **Team Leadership Workshop**: Double your net profit and manage your salespeople in today’s market
- **Negotiating & Desking Workshop**: Work every deal for maximum gross and great CSI
- **Train The Trainer Workshop**: Hold more effective training and increase your sales

“Our front & back end gross increased $400 per unit which is an extra $140,000 in gross per month and a little over $1.6 million a year. We’re on pace for a record first quarter! I am ecstatic and my sales team is on fire! Thanks Joe for making it easier to get more deals bought, improving our bottom line and changing our lives!”

– Bob, GSM, Toyota-Scion, Missouri

“Grow your dealership and improve your sales process in today’s new market!”

Don’t Miss Out – Seating is Limited

Joe Verde Sales & Management Training, Inc.
1-888-306-7068 • 949-489-3780
Joe Verde Management Training Workshops

REGISTER NOW FOR THE NEXT AVAILABLE CLASS!

<table>
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<tr>
<th>2-Day Team Leadership Workshop</th>
<th>Negotiating &amp; Desking Deals Workshop</th>
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<tr>
<td>Knoxville, TN ........................... July 9 &amp; 10, 2012 (Mon &amp; Tue)</td>
<td>Dallas, TX ............................. August 13 &amp; 14, 2012 (Mon &amp; Tue)</td>
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<tr>
<td>Dallas, TX ............................. July 12 &amp; 13, 2012 (Thu &amp; Fri)</td>
<td>Atlanta, GA ............................ August 16 &amp; 17, 2012 (Thu &amp; Fri)</td>
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<tr>
<td>Halifax, NS ............................. July 23 &amp; 24, 2012 (Mon &amp; Tue)</td>
<td>Saskatoon, SK .......................... September 17 &amp; 18, 2012 (Mon &amp; Tue)</td>
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<td>Chicago, IL ............................. August 6 &amp; 7, 2012 (Mon &amp; Tue)</td>
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<td>Philadelphia, PA ....................... September 9 &amp; 10, 2012 (Mon &amp; Tue)</td>
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<td>Johnson City, TN ........................ September 5 &amp; 6, 2012 (Wed &amp; Thu)</td>
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<td>Newark, NJ ............................. September 10 &amp; 11, 2012 (Mon &amp; Tue)</td>
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<td>Indianapolis, IN ........................ September 13 &amp; 14, 2012 (Thu &amp; Fri)</td>
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<td>Edmonton, AB ........................... October 4 &amp; 5, 2012 (Thu &amp; Fri)</td>
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<tr>
<td>Atlanta, GA ........................... October 11 &amp; 12, 2012 (Thu &amp; Fri)</td>
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<td>Nashua, NH ............................. October 11 &amp; 12, 2012 (Thu &amp; Fri)</td>
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<tr>
<td>Vancouver, BC .......................... November 8 &amp; 9, 2012 (Thu &amp; Fri)</td>
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Required Information: dealership name, contact person and email address

Dealership Name _______________________________ Fax ______________
Contact ___________________________ Email ___________________________

List attendees below (use more than one registration if necessary):

Name ___________________________ Title ______________
Name ___________________________ Title ______________
Name ___________________________ Title ______________

Terms & Conditions:

I. TRANSFER POLICY: You may transfer (1) time to another workshop and that workshop must be attended within 90 days of the originally scheduled workshop. There are no exceptions. Expenses are incurred to reserve workshop seats, no shows will be charged a fee.

II. TRANSFER FEES: Transfer fees will be billed to the dealership or individual who purchased the workshop seat and are due upon receipt.
   A) All Workshops except Train the Trainer (notified in writing):
      1. More than (30) days prior to the scheduled workshop: $50 per person.
      2. Less than (10) days prior to the scheduled workshop: $100 per person.
   B) Train the Trainer workshops:
      1. Less than (22) days prior to workshop start date: $50 person.
      2. Less than (11) days prior to workshop start date: $300 per person.

III. ALUMNI RATES: Alumni rates apply only to identical workshops a person has previously attended. Positive picture I.D. must be presented at the workshop or regular enrollment fee will be applied and due immediately. In the case of lack of enrollment fee, credit card on file will automatically be charged the difference of the current regular enrollment fee.

IV. NO REFUNDS: If you are unable to attend a workshop within 90 days, you will automatically receive Joe Verde product in the amount equal to your purchase less applicable transfer fees, shipping and applied sales tax. There are no exceptions. No other credits will be issued or allowed.

V. TAXES: For workshops located in the state of Washington, add 1.8% Washington State Business and Occupation Tax per attendee.

VI. LOCATION CHANGES: The Joe Verde Group®, cannot be held liable for any expenses incurred by an attendee or their dealership due to acts of nature, war, or other emergencies that make it inadvisable, impractical, or impossible to hold a scheduled meeting.

VII. UNFORESEEN EVENTS: The Joe Verde Group®, cannot be held liable for any expenses incurred by an attendee or their dealership due to acts of nature, war, or other emergencies that make it inadvisable, impractical, or impossible to hold a scheduled meeting.

VIII. RESTRICTION AGAINST RECRUITING: Should you hire an employee of The Joe Verde Group® within 12 months following the date of this workshop, you agree to pay JVG as a recruitment fee, an amount equal to ten times that employee’s annualized earnings.

IX. WORKSHOP MATERIALS: If enrolling within 4 days prior to the start of the class, The Joe Verde Group® cannot guarantee individual’s workshop materials. In the event, there is not enough workshop materials, The Joe Verde Group® will ship workshop materials to the billing address provided at the time of enrollment. Workshop materials will ship UPS Ground on or about the last day of the class.

Billing Information:

My check or credit card payment for $ _____________ is enclosed. U.S. Funds Only. MAIL or FAX check with this form.

Overnight Mailing Address: 27125 Calle Arroyo, San Juan Capistrano, CA 92675

1 USE CREDIT CARD ON FILE? ☐
Credit Card ACCT # ___________________________ V-code ______________ Exp. Date ______________
Name on Card ___________________________

2 AUTHORIZED SIGNER SIGNATURE
I am an authorized signer for Terms & Conditions and if provided, for the above credit card or one-time withdrawal from attached check copy.

3 DATE
FAX YOUR RESERVATION TO (949) 487-4240

P.O. Box 267 • San Juan Capistrano, CA 92693 • (888) 306-7068 • FAX (949) 487-4240

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