

# Train the Trainer to boost your sales!

NIADA in conjunction with New York IADA and New Jersey IADA will present

## Sales Manager Training — Retail Nov. 18, 2024 at Manheim NY Metro Skyline

100 U.S. Hwy 46, Fairfield, NJ 07004

**NIADA**  
Dealer Driven



NIADA 20 Group Moderator and Consultant Ed Curry will train the leader of your sales team - owners, general managers, sales managers - on:

- Principles of effective sales management
- Building rapport with customers
- Consistent sales techniques
- The Road to the Sale...How to do it, and Why it Works
- Overcoming common objections
- Building value and closing deals with your reconditioning program
- The importance of finance control
- The Delivery...the beginning, not the end



**Ed Curry**  
NIADA 20 Group Moderator and Consultant with over 30 years of sales training experience.

### Registration

NIADA members: \$249 (groups of 2+ get \$50 off each registration)  
Non-members: \$499  
Lunch included



Register at:  
[niada.com/NYsalestraining](https://niada.com/NYsalestraining) or  
call 817-640-3838.

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