

About Automotive Internet Technologies



AIT has been helping dealerships sell Internet prospects since 2001. The three principal founders had all worked together in the same dealership to build an Internet sales department that accounted for almost one-fourth of the dealership's total sales volume, and was the winner of the prestigious "National Internet Dealership of the Year" award, as well as the subject of several dealer publication profiles.

Since its inception, AIT has remained focused on providing "real world proven" solutions that enable dealerships to achieve outstanding Internet results, without requiring radical changes in their business practices, personnel, or mission. A key component of the AIT corporate Mission Statement is the belief that dealers and salespeople should not be required to sacrifice their operational philosophies to effectively meet the challenge of selling cars in a suddenly online world.

AIT and its clients have been the subject of numerous industry publication profiles, and their executives have written dozens of articles on the automotive Internet sales process. AIT developed, and continues to provide, their exclusive "Net Success" program of high-end training coupled with ongoing, real-time process reviews and organic dealership traffic building promotional communications, that have been proven to increase salespeople's call back rates by as much as 150%.

AIT is one of the only dealership Internet consulting organizations to have developed their own Internet prospect management program and email marketing engine - AIT LeadSite. Designed with AIT's unique understanding of dealership salespeople and the dealership sales process in mind, LeadSite is a tool that helps salespeople do what they should do best - sell the car!



About AIT's Trainers



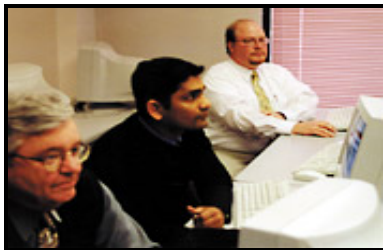
AIT's principle trainers, Kate Sullivan and Kelly Miller, don't just "talk the talk," they can "walk the walk" with the best the industry has to offer. Their years of real world dealership Internet sales experience makes them uniquely qualified to share the secrets of Internet high achievers.

Kate, one of the founding partners of AIT, is a 20 year dealership veteran sales manager and trainer, and was instrumental in developing one of the first dealership Internet sales departments to receive national acclaim.

Kate's experience, and her strong belief that "Any salesperson who wants to achieve, if given the training and tools they need - can!" keep her on the phone constantly with her many graduates who continue to look to her for "a little help on this one."

Kelly was Internet sales director for a large dealer group, where she and her team handled almost 1,000 leads a month. Over the course of her career she put hundreds of new and used cars "over the curb."

In addition to Kelly's role as one of the AIT training presenters, Kelly oversees the AIT "Sales Success" ongoing review program, where she works with dozens of Internet salespeople to help them deliver the results that have made AIT a leader in their field.



The "Net Results" Agenda - 101

NET RESULTS – 101

AIT's "Net Results – 101" workshop is designed for Internet Salespeople who are relatively new in their positions (less than one year) or floor salespeople who work with walk-in and Internet prospects. It provides a solid foundation of Internet prospect knowledge, and selling skills.



Net Results 101 is normally presented on the 2nd Wednesday of every month. Please call 800-616-2632, ext. 1 to confirm and reserve your space.

Agenda

8:00 AM - 8:30 AM Arrivals, Breakfast, and Introductions

8:30 AM About Automotive Internet Technologies

The Role of an Internet Sales Specialist

Why Are You Here?

Common Internet Sales Misconceptions

Internet Sales Basics

Evolution of Internet Prospects

Profiling by Lead Source

Internet Leads - Reading Between the Lines

First Responses - The Fundamentals

Writing a First Response to Get Replies

Follow-Up That Makes Sense

Why Follow-Up is Important

"Earning" The Business

Managing Your Follow-Up

Get Your Emails Read - Subject Lines and Spam Filters

Follow-Up Fundamentals

Pricing – How and Why

Turning Trade-ins into Sale Opportunities

Summing It Up

12:00 PM Review and Open Q&A



The "Net Results" Agenda - 201

NET RESULTS – 201

AIT's "Net Results – 201" workshop is designed for experienced Internet Salespeople and Internet Sales Managers who are interested in learning advanced Internet sales and marketing concepts. It expands on the online sales process and discusses dealership Internet marketing.



Net Results 201 is normally presented on the 2nd Thursday of every month. Please call 800-616-2632, ext. 1 to confirm and reserve your space.

Agenda

- 8:00 AM - 8:30 AM Arrivals, Breakfast, and Introductions
- 8:30 AM About Automotive Internet Technologies
- Understanding Internet Prospects
Basic Buyer Motivations
Internet Sales Psychology
- Using the Telephone
Overcoming Phone Phobia
Proven Phone Scripts
- Getting Appointments
Why Appointments are Important
Making Appointments That Stick
- Overcoming Objections
Typical Objections
Taking the Next Step
- Where are you? A Check-Up from the Neck Up
Dealership Internet challenges
In Dealership Processes
Common Opportunities for Internet Improvement
- Managing for Sales and Profit
Promoting for Free
Secrets of Using Email Marketing
- 12:00 PM - 12:30 PM Review and Open Q&A

Automotive Internet Technologies
15350 North Commerce Drive – Suite 210 Dearborn, MI 48120
www.autonettech.com 800-616-2632 ait@autonettech.com

Staying both days? Things to do in Dearborn, MI!



Internationally famous as the birthplace of Henry Ford and the Ford Motor Company, Dearborn's location will put you in easy reach of numerous recreational, cultural and travel opportunities, bringing you in touch with the best the community has to offer.

Dearborn's convenient location near a network of inter-connecting freeways makes downtown Detroit, Toledo, Ohio, or Windsor, Canada an easy hour's drive from the city.

Dearborn features a number of nationally recognized attractions that can more than fill a few hours, and the Dearborn area offers a large variety of unique restaurants, including authentic mid-eastern cuisine and much, much more! Here's a short list of some notable Dearborn attractions:



The Automotive Hall of Fame
21400 Oakwood Blvd.
Dearborn, MI 48124
(313) 240-4000
www.automotivehalloffame.org



The Henry Ford
20900 Oakwood Blvd.
Dearborn, MI 48124
(313) 982-6100
www.thehenryford.org



TPC Michigan
1 Nicklaus Drive
Dearborn, MI 48120
(313) 436-3000
www.tpcofmichigan.com



Henry Ford Estate – A National Historic Landmark
4901 Evergreen Road
Dearborn, MI 48128
(313) 593-5590
www.henryfordestate.org/



Fairlane Town Center
18900 Michigan Ave
Dearborn, MI 48126
(313) 593-1370
www.shopfairlane.com

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Where to stay and how to get there!



Our workshops are held at our training center located in our Dearborn, MI offices. There are a variety of hotels, restaurants and other attractions in the immediate area. You can click [HERE](#) for a map.

Our office is approximately 10 minutes from Detroit Metropolitan Airport. Transportation is available curbside on the baggage claim level. We recommend Checker Sedan Service – www.checkersedan.com.



Area hotels within 5 minutes include:

**Courtyard by Marriott
Dearborn
5200 Mercury Dr
Dearborn, MI 48126
800-246-8357**

**Ritz-Carlton Dearborn
300 Town Center Dr.
Dearborn, MI 48126
(313) 441-2000**

**Hyatt Regency Dearborn
600 Town Center Dr
Dearborn, MI 48126
800-246-8357**

**Hampton Inn Dearborn
20061 Michigan Ave
Dearborn, MI 48124
(313) 436-9600**



**Holiday Inn Express
3600 Enterprise Dr
Allen Park, MI 48101
313-323-3500**

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