

# 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!





AIT's trainers 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.

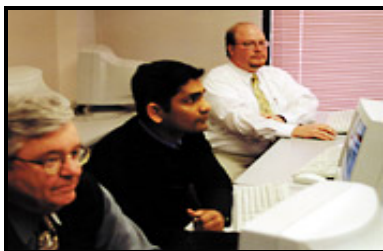
Among the many AIT veteran trainers, founder and CEO AI Amersdorfer can share unique perspectives on effective Internet strategies – based on his experiences as an Internet sales expert, as well as those of his prior career as a dealership owner and General Manager. AI was instrumental in developing one of the first dealership Internet sales departments to receive national acclaim.

Kathleen Dillon and Nathan Fridson round out the AIT featured trainers. Kathleen was a highly acclaimed Internet Sales Manager before helping to found AIT, and was the winner of the prestigious Internet Salesperson of the Year award from the International Auto Dealers Association.

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

Nathan is the Client Process Improvement Manager for AIT, and in that position he reviews hundreds of Internet prospect transactions every month. Working directly with dealership internet salespeople and managers, he has helped put hundreds of new and used cars "over the curb."

In addition to Kathleen's role as one of the AIT training presenters, she 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.



## NET RESULTS

AIT's "Net Results" workshop is designed for Internet Salespeople, and dealership managers who want to learn more about what makes for an effective Internet sales process. It provides a solid foundation of Internet prospect knowledge, selling skills, and department management.



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

### Agenda

- 9:00 AM - 9:30 AM Arrivals, Breakfast, and Introductions
- 9:30 AM About Automotive Internet Technologies
- The Dealership Internet Sales Revolution
- The Shopping Process: Post-Internet*  
*The Role of an Internet Sales Specialist*
- Understanding Internet Prospects
- What Internet Shoppers Want*  
*Understanding Purchase Dynamics*
- Internet Leads - Reading Between the Lines
- Profiling From Lead Information*
- First Responses Fundamentals
- Response Emails That Get Replies*  
*First Response Phone Contacts*  
*Pricing For Sales and Gross*
- Follow-Up That Makes Sense
- Earning Replies: When to Follow-Up*  
*Long Term Follow-Up*
- Overcoming Objections
- Common Internet Shopper Objections*  
*Roundtable Discussion*
- Improving your Internet Department
- Promoting for Free*  
*Using Email Marketing*
- 2:00 PM Summary, Review, and Open Q&A



A "working lunch" will be served at approximately noon.

# Staying overnight? Things to do in Dearborn!



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](http://www.automotivehalloffame.org)



**The Henry Ford**  
20900 Oakwood Blvd.  
Dearborn, MI 48124  
(313) 982-6100  
[www.thehenryford.org](http://www.thehenryford.org)



**TPC Michigan**  
1 Nicklaus Drive  
Dearborn, MI 48120  
(313) 436-3000  
[www.tpcofmichigan.com](http://www.tpcofmichigan.com)



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



**Fairlane Town Center**  
18900 Michigan Ave  
Dearborn, MI 48126  
(313) 593-1370  
[www.shopfairlane.com](http://www.shopfairlane.com)

## Automotive Internet Technologies

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[www.autonettech.com](http://www.autonettech.com) 800-616-2632 [ait@autonettech.com](mailto:ait@autonettech.com)

# Where to stay and how to get here!



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](http://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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