

5th PGI Training & Educational Seminar

SCHEDULED EVENTS

CRM: How to Maximize Your CRM Potential

— Hunter Swift

Manager of Market Development DealerSocket

Doing The Basics Brilliantly

*The 5 best practices you can implement today
to help you sell more cars tomorrow.*

— Mark McGurren

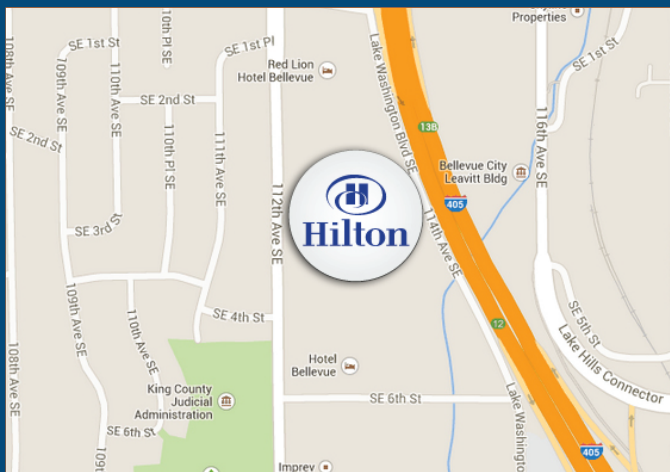
PCG National Trainer

How Does Your Dealership Measure Up?

*We will take a close look at your dealership's
Internet and Phone Processes. Are your sales
people scheduling appointments?*

— Jerry Thibeau

CEO Phone Ninjas



Hilton Hotel Bellevue, WA

November 21ST
Hilton Hotel

300 Lake Washington Blvd SE • Bellevue, WA

RSVP TODAY

LIMITED SPACE AVAILABLE

**TO RSVP, call Courtni at
(425) 379-0483 ext. 109**

Space Available On A
First Come, First Served
Basis and Won't Last!

Only 75 Spots Available



*This is not a sales pitch, this is a training seminar.
Come ready to learn! Book seminar provided.*

SPEAKER BIOS



JERRY THIBEAU – PHONE NINJAS PHONE NINJAS CEO

JERRY THIBEAU IS THE PRESIDENT AND FOUNDER OF PHONE NINJAS, A COMPANY FOCUSED ON HELPING DEALERSHIPS IMPROVE PHONE SKILLS. JERRY IS A 27-YEAR AUTOMOTIVE VETERAN AND HAS EARNED THE NICKNAME "THE PHONE NINJA" FOR HIS ABILITY TO TURN EVEN THE HARDEST OF PHONE SHOPPERS INTO REAL APPOINTMENTS THAT SHOW. HAVING PERSONALLY LISTENED TO AND PROVIDED COACHING FEEDBACK ON MORE THAN 10,000 SALES CALLS, THIBEAU IS THE INDUSTRY'S BEST AND BRIGHTEST WHEN IT COMES TO EVALUATING A PHONE CONVERSATION. PHONE NINJAS WAS A RECENT WINNER OF THE PCG SPOTLIGHT AWARDS FOR ONE OF THE TOP FIVE PRODUCTS AT NADA 2012.



MARK MCGURREN – PCG NATIONAL TRAINER

WITH MORE THAN 7 YEARS OF AUTOMOTIVE EXPERIENCE, MARK HAS HELD POSITIONS THAT RANGE FROM SALESPERSON, SALES MANAGER, FINANCE MANAGER, GENERAL MANAGER, ASSISTANT SERVICE AND PARTS DIRECTOR, AS WELL HAS HIS CURRENT POSITION AS INTERNET DIRECTOR. HIS PASSION AND DESIRE TO EXECUTE DIGITAL MARKETING STRATEGIES IS CONTAGIOUS AND HIS TRACK RECORD OF "YOU CAN'T FIX WHAT YOU DON'T KNOW" HAS HELPED THE JERRY DURANT AUTO GROUP HAVE THE BEST YEAR IN 42 YEARS AND SELL OVER 10,800 CARS IN 2011.



HUNTER SWIFT – DEALER SOCKET MANAGER OF MARKET DEVELOPMENT

HUNTER SWIFT HAS BEEN WITH THE COMPANY SINCE 2005. IN ADDITION TO HIS CURRENT ROLE HE HAS FULFILLED THE RESPONSIBILITIES OF CUSTOMER SUPPORT, CONSULTING, TRAINING, AND SALES. HE SPECIALIZES IN HELPING AUTOMOTIVE DEALERSHIPS IMPROVE PROCESSES THROUGH THE USE OF CRM TECHNOLOGY, SOCIAL MEDIA AND MARKETING. PRIOR TO DEALER SOCKET HE SOLD CARS AND IS A GRADUATE OF PEPPERDINE UNIVERSITY.

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