

SVADA DEALER ACADEMY

Sales Training

Dealers of Silicon Valley,

The Silicon Valley Automobile Dealer Association has contracted with Shawn Evans to create the Silicon Valley Automobile Dealer Academy. The sole purpose is to provide our member dealers with a world class selling skill curriculum. Often GSM's don't have the time to thoroughly train sales associates. We will take the time while improving the overall image of our member dealers while covering a wide range of topics.

Our Academy is designed to make your staff more productive and professional.

I hope you believe that an educated employee is happier, more productive (sells more product), has a better attitude and produces happier customers. If you don't believe this (I doubt there are many managers in this market place that do not) then try our classes out, we hope you will become a believer of this once you see the results.

These classes will be offered to you four days a month for six months. The classes are three hours each; two sessions per day; 9 to noon and 1 to 4pm.

All classes are 100% free to member dealers as a member benefit (workbooks and refreshments included).

That's right, your association is picking up the complete tab.

Scheduling and sign up will be internet based. SVDealerAcademy.com. Testing results and attendance sheets will be provided to attending dealers.

All classes will be hosted at SVADA offices, located at 151 Metro Drive, San Jose CA.

Topics will range from setting up the deal on the lot, objection handling, closing, phone skills, internet selling, F & I, desking for profit, building undisputable gross into deals, stopping the shopper and much more. Topics will be based on dealer input.

Which leads us to the next section and why we are sending this email to you:

**The proper start to your
Silicon Valley Automobile Dealer Academy**

To give the academy the proper start, we want your input!

The academy classes will be 100% customized for the member dealers.

YOU CONTROL THE CONTENT OF THE CLASSES. SHAWN TEACHES WHAT YOU WANT TAUGHT!

Go to www.SVDealerAcademy.com and click the “your input” page.

Then click the “class schedule” page and sign up for classes.

Not sure about the speaker? Check out his bio, give him a call and pick his brain. Or call one of the Silicon Valley dealers (listed in the bio section) that have used him and ask what they think. Or, come to the July 6 or July 8 classes and see for yourself. If you can not go, send a trusted manager or two.

Your association has stepped up in a very big way. We need owners and GMs to do the same and get involved in this training. Give your input, sign up for the classes.

July 6th is the first class. It's an advanced closing class. On July 8th, we offer 2 “new hire / back to basics” classes. After July 8th, the class content is up to the desires of the collective dealers. Sign up for one (or both) of these classes. Your people will benefit from them!

Light snacks and refreshments will be provided at each class.

Sincerely,

Shawn Evans

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Shawn Evans Bio

Shawn Evans was a featured speaker at the 2008 AADA national convention, the Australian version of NADA. There were 3 featured seminar speakers that year, Shawn Evans, Jim Zeiglar and Tom Stuker.

Below is an excerpt from their review of him:

"The AADA National Dealer Convention prides itself on bringing you speakers and workshops from 'outside the square'. When you're talking about Shawn Evans, there's a lot to talk about. From 1987 to 1997, Shawn was a heavyweight prize fighter, eventually signing and being managed under the watchful eye of the legendary Joe Frazier and Butch Lewis. With an unblemished record of 18 wins - all from knockouts - from 18 fights, injury forced his retirement. Already experienced in the automotive industry, having worked the line in the Washington DC marketplace in the 1980s, Shawn moved on to become a new car sales manager in Des Moines, Iowa. For the past 14 years Shawn has turned his talents to training and speaking in the toughest, most competitive marketplace on the planet: The greater Los Angeles / Orange County automotive market. Shawn also speaks on the U.S. national circuit, addressing more than 1000 dealerships and over 20,000 automotive sales people and managers.

Shawn has been working with dealers in the Silicon Valley for more than 8 years. Some of his consistent clients are: Stevens Creek Toyota, Stevens Creek Volkswagen, Stevens Creek Nissan. Some of his newer clients: Sunnyvale Toyota, the Del Grande Group, Gilroy Toyota,, Gilroy Chevrolet and South County Nissan.

In May of 2010, more than 150 Silicon Valley sales people and managers attended 2 days of sales training at your Silicon Valley Automobile Dealers Association