

# Success Strategies for Making Your OPE Dealership More Profitable in a Recession

## FREE Tele-Seminar

October 14, 2009  
2 p.m. - 3 p.m. EST  
(1 p.m. - 2 p.m. CST)

**Register now!**

Full Name   
Company Name   
Phone   
Email Address

**Enroll Now!**

With the economy in a funk, your customers want to *defer* the purchase of costly new outdoor power equipment - and instead keep their old mowers running until they fall apart.

That means fewer product sales for you, offset by an increase in your repair volume. But within your shop lies a hidden cost that could rapidly turn the black ink on your balance red: excess inventory.

In this FREE 60-minute audio conference, ***Strategies for Making Your OPE Dealership More Profitable in a Recession***, you'll discover how to:

- Reduce your dealership's inventory and save thousands of dollars.
- Make sure every customer who walks into your store has a great experience.
- Calculate and maintain optimal stocking levels.
- Track slow and non-moving inventory, lost sales, and other key performance metrics.
- Rally your employees together and motivate them toward new goals.
- Double the response to your print advertising and online marketing.
- And more...

In short, you'll learn new ideas for managing your OPE dealership more profitably. So your business can ride out the recession - and even increase sales and margins.

There is no cost to attend the tele-seminar scheduled for **October 14, 2009 from 2 p.m. - 3 p.m. EST (1 p.m. - 2 p.m. CST)**. But lines are limited, and you must register to reserve your space. Just fill in your name and e-mail address below and click **Enroll Now**.

## About the Speakers

### Moderator Bob Bly



**Bob Bly** has 30 years experience as an independent marketing consultant for over 100 clients, and is the author of more than 75 books

including *Selling Your Services* (Henry Holt). McGraw-Hill calls Bob "America's top copywriter."

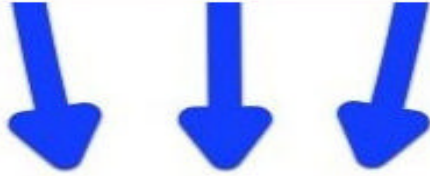
### Guest Experts Bob Clements and Dave Baumgarten



**Bob Clements** is president of Bob Clements International, a training company that specializes in the development of high-performance

people. He is the author of the best-selling book *The Eight Greatest Sales Secrets in the World*.

**Dave Baumgarten** has installed



and trained dealers in over 600 dealerships over the last 15 years for Ideal, the leading provider of business management software for outdoor power equipment (OPE) dealers.



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\*\*Please double-check that your email address is correct or you won't be able to register. We take your privacy very seriously - your information is NEVER shared!