



JVSMT Trainer Sean Gardner to Present: “Turn Millennial Price Shoppers into Loyal Customers” at 2017 NADA Convention

ORANGE COUNTY, CA, USA, December 28, 2016 /EINPresswire.com/ -- [Joe Verde Sales & Management Training, Inc.](#), (JVSMT) today announced that their trainer, Sean Gardner, has been selected to present a workshop, “[Turn Millennial Price Shoppers into Loyal Customers](#),” at the annual NADA Convention in New Orleans, LA, January 26-29.

Commenting on his workshop, Gardner stated, “There are 80 million-plus millennials in the U.S. They’re not a trend, they’re your consumers of today and tomorrow. This workshop presents a selling process adapted to today’s buyers’ habits and requirements that will generate the units and ROI dealers need to sell more vehicles and maintain exceptional customer satisfaction.”

The learning objectives from Gardner’s session include:

- A process for the initial online connection to establish trust, handle price questions and concerns and set up the in-store visit for your millennial shoppers
- How to generate excitement to make buying today a much easier process
- A retention process to create customer loyalty

His workshops are scheduled for:

- Thursday, January 26, at 2:30 pm • Room 220
- Saturday, January 28, at 10:30 am • Room 231-232
- Sunday, January 29, at 10:45 am • Room 223

More details are available at www.JoeVerde.com/NADA.

Sean Gardner began his career in the automobile business in 1986 as a salesperson, then F&I and sales manager. He was promoted to General Manager for a high-volume dealership where he led his team to increased sales, gross and improved CSI. Transitioning from the retail side of the business, he became a training manager for an F&I development and sales training company. He joined Joe Verde Sales & Management Training, Inc. in 1997. As a trainer for Joe Verde, Gardner teaches leadership classes for dealers and managers as well as sales workshops. He has spoken at several NADA Annual Conventions, the RVDA Annual Convention, and numerous industry events throughout North America.

JVSMT trainers are in constant demand to speak around the world to automotive groups. With a verifiable track record of success every year since 1985, and with over 50 percent of the top 500 dealers in America along with most of the Top 100 Internet Dealers as clients, the Joe Verde focus is on “Leadership First” with an exclusive formula for success taught only in Joe Verde leadership workshops.

JVSMT also offers advanced sales and management workshops for dealerships of any size. Verde's training is exclusive to the automotive industry and provides common-sense solutions to every challenge that salespeople, managers and their dealerships face today in selling more vehicles, earning more profit, and retaining their customers for life.

When Verde pioneered online sales training in 2005 with JVTN.com, it was an instant success. As a complete training source, JVTN® gives its dealership customers 24/7 access to all of its courses. And because JVTN® courses mirror the live training workshops, this allows dealers to continue their training after they attend classes. From Verde's 'Core 4 Fast Start' for every dealership, to the dozens of continuing education courses online, JVTN® has proven to be the most valuable in-house sales training resource in the automotive industry today. Verde regularly releases new online content and new books to help auto dealers get the results they are looking for.

Joe Verde and his training team will also be in booth #2819 at the 2017 NADA Convention & Exposition in New Orleans, LA, January 27-29, 2017, to answer questions about how to sell more cars, have more fun and make more money in 2017.

To learn more about Joe Verde and his team at NADA [click here](#). Or, to learn about Joe Verde workshops and training products, or to request a free copy of other Joe Verde books, visit: www.joeverde.com, or call (800) 445-6217.

About Joe Verde Sales & Management Training Inc.:

www.joeverde.com | www.jvtn.com

Joe Verde Sales & Management Training Inc., founded in 1985 with its corporate headquarters in Southern California, is consistently rated the number one automotive sales and management training company for producing immediate and long-lasting results for its customers for over 30 years. Joe Verde's training team holds live workshops across North America, and he personally pioneered Virtual Training with JVTN® in 2005. He has authored several books, and has sold and distributed more than 500,000 copies of: "Top 7 Revenue & Profit Sources In Your Dealership," "A Dealer's Guide To Recovery & Growth," "Get Everything You Want In Sales – Goal Setting For Salespeople," "Earn Over \$100,000 Selling Cars – Every Year," "38 Hot Tips On Selling More Cars" and "How To Sell A Car And Close The Sale Today" to help dealers, managers, and salespeople expand and grow their business every year

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