



Looking for real world advice to drive your virtual sales?

Attend the 2007 Fall Digital Dealer Conference & Exposition

"The Internet has created transparency and efficiency from the perspective of the consumer," says Dale Pollak, Chairman and founder of vAuto and a featured speaker at the 2007 Fall *Digital Dealer* Conference & Exposition at the Las Vegas Hilton October 1-3.

"The market will not reward dealers who still use draconian methods," such as simply adding a few thousand dollars' profit on top of the cost of a used vehicle and putting it on a Web site, hoping to get lucky, says Pollak, who has more than 13 years experience as a dealer principal and eight years as a successful high technology executive serving the automotive retail industry.

Pollak is a popular speaker and an authority on maximizing dealership profits from pre-owned vehicle operations. He's worked extensively with Dealer 20 Groups, Dealer Associations, and large dealer enterprises across the country, promoting his innovative management disciplines. Pollak is currently working on a book about best practices in successful used vehicle operations. Pollak's conference session, tentatively titled "*The Case for the Convergence of Internet and Used Vehicle Departments*," will explore why he believes there's a built-in disconnect between the Internet manager and used car manager when these two departments function separately.



"In the early days of the Internet, when everyone was still figuring it out, there was good reason for having a separate Internet manager and used car manager, but today the Internet has fundamentally changed the way people buy cars. But who still makes decisions about pricing cars for the Internet, or appraising used vehicles? Typically, it's the used car manager."

"The market will not reward dealers who still use draconian methods," such as simply adding a few thousand dollars' profit on top of the cost of a used vehicle and putting it on a Web site, hoping to get lucky"

-- Dale Pollak



Pollak says that can lead to "dysfunction," since for consumers, the price is a top reason for choosing to visit a dealership, but when a used car manager relies on a traditional pricing method, the vehicle will languish unsold until somebody decides to make it competitive.

"In the Internet world, just putting \$300 to \$500 on the top of your cost is not going to sell the car," says Pollak. "You have to price the unit right from day one." And while the Internet manager may know that, he or she usually is lacking the clout to overrule the used car manager on price.

"That's a great example, but just one example, of why there has to be cross functionality between these two departments," says Pollak. The Digital Dealer Conference & Exposition is the largest of its kind examining how dealerships can target prospects and existing customers to add value to the relationship and pump up their profits.

"It's time to get serious about the Internet" is the theme of this 3rd *Digital Dealer* Conference & Exposition. The venue, the Las Vegas Hilton, is the resort complex next door to the Las Vegas Convention Center, where the NADA Convention & Exposition is held. Sessions will highlight the nuts and bolts for retailers new to the online game and offer practical advice for those ready to drill down into the Internet best practices used by the most successful stores. The point is to provide solid how-to advice on how to use the Internet to drive sales.

The 2007 Fall *Digital Dealer* Conference & Exposition is gearing up to attract 50-plus exhibitors and 500 attendees, including 300 from dealerships around the nation, says Mike Roscoe, President of Dealer Communications, publisher of *Digital Dealer* magazine, the *Digital Dealer* e-newsletter, and this conference & exposition. "The speaking program will be heavy with practitioners who are having great success in their markets," he notes.

"We are bringing in speakers from outside the industry to help forward-thinking dealerships stay ahead of the curve. We'll have a ½ day "newbie" class on Monday so anyone new to this side of the business, including dealers themselves, can get up to speed quickly and get the most out of the two days of powerful sessions on Tuesday and Wednesday."

The main business of includes general sessions and workshops, exhibitors answering questions on the spot and plenty of opportunity to network with peers. The lineup of industry experts who will attend is growing by day, says Roscoe. The exhibit hall -- a single room big enough for 50 exhibitors and 500 attendees -- will host all dining, break and social functions, so exhibitors will get plenty of exposure.

More than 400 attendees converged at the 2007 Spring AAISP/Digital Dealer Conference & Exposition last March in Nashville, TN, including just under 200 Internet Sales Managers, e-Commerce Directors, BDC/CRM managers, dealers and GMs attending the information-packed sessions. 40 exhibitors were on hand to answer questions on the spot.

Spots are limited. For more information, contact: conference@DigitalDealer-magazine.com

Source: June 19, 2007, *Dealer Magazine*, www.dealer-magazine.com