



# Fixed-Ops Growth Strategies!

Traditional thinking will not bring you new service customers

*A thought-provoking, information-packed, business-changing workshop by a highly renowned consultant: Don Tipton has presented for many state dealer associations and 20-Groups.*



- **IT IS TIME TO CREATE A NEW IMAGE AND FIND INNOVATIVE WAYS TO:**
  - Provide service that will drive sales
  - Create an environment that attracts customers...instead of marketing to drive customers
- **Your service department may be perceived to be “High-Priced” and “Inconvenient”, especially by customers with older, high mileage, or out of warranty vehicles.**
  - Traditional pricing and customer handling procedures tend to reinforce this perception.
- **Your old performance indicators and benchmarks may be getting in the way**

CITY	DATE/TIME*	LOCATION
Colorado Springs	Tuesday, Dec. 9th 8:00 to 10:30 am	Antlers Hilton Hotel, 4 South Cascade Ave., Colorado Springs, 80903, 719.955.5600 → Colorado Springs dealers should register with CSADA, Ann Winslow, 719.473.1465 or <a href="mailto:abwinslow@comcast.net">abwinslow@comcast.net</a>
Pueblo	Tuesday, Dec. 9 <sup>th</sup> Noon to 2:30 pm	Pueblo Convention Center, 320 Central Main Street Pueblo, CO 81003 Phone: 719.542.1100
Loveland	Wednesday, Dec. 10 <sup>th</sup> 7:30 am to 10:00 am	Best Western Crossroads Inn & Conference Center 5542 E. US Highway 34, Loveland, CO 80537 Phone: 970.667.7810
Denver	Wednesday, Dec. 10 <sup>th</sup> Noon to 2:30 pm	William D. Barrow Building, CADA Headquarters 290 E. Speer Blvd. Denver, CO 80203 / Phone: 303.831.1722
Glenwood Springs	Thursday, Dec. 11 <sup>th</sup> 7:30 am to 10:00 am	Hotel Colorado, 26 Pine Street, Glenwood Springs, 81601 Phone: 800.544.3998
Grand Junction	Thursday, Dec. 11 <sup>th</sup> 12:30 pm to 3:00 pm	Doubletree Hotel, 743 Horizon Drive Grand Junction, CO 81506 / Phone: 970.241.8888

*\*All sessions include breakfast or lunch*

**Presented by Don Tipton, President-DTC Retail Consulting, [www.dtcretailconsulting.com](http://www.dtcretailconsulting.com)**

DON TIPTON, STILL AN ACTIVE DEALERSHIP CONSULTANT TODAY, OFFERS “IN THE TRENCHES” AUTOMOTIVE EXPERIENCE COMBINED WITH KNOWLEDGE OF PROVEN MANAGEMENT TECHNIQUES. DON BEGAN IN THE AUTOMOTIVE BUSINESS AT THE AGE OF 8, WORKING FOR HIS FATHER, A PARTS AND SERVICE MANAGER. DON HAS HELD MANAGEMENT POSITIONS AT BOTH SMALL SINGLE POINT STORES AND LARGE MULTI-DEALER OPERATIONS AT THE CORPORATE LEVEL. HE SPENT A NUMBER OF YEARS WITH WHAT WAS THE LARGEST AUTOMOTIVE FIXED OPERATIONS CONSULTING FIRM IN THE COUNTRY, CONDUCTING TRAINING SEMINARS AND IN-DEALERSHIP CONSULTING. HE IS PASSIONATE ABOUT THIS BUSINESS AND THE SUCCESS OF DEALERS.



Colorado Automobile Dealers Association

**REGISTRATION FORM**

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**TO REGISTER, PLEASE RETURN THIS FORM AND PAYMENT OF \$139\*/1<sup>ST</sup> PERSON + \$119/ADD'L ATTENDEE**

*\*Includes hand-out materials and breakfast or lunch.*

Email: [RSVP@coloradodealers.org](mailto:RSVP@coloradodealers.org)

CADA, 290 East Speer Blvd, Denver, CO 80203, Fax: 303.831.9100 [Checks payable to "CADA"]

→ Register for this and other CADA events ONLINE at: [www.coloradodealers.org/registration](http://www.coloradodealers.org/registration)

Dealership Name \_\_\_\_\_ City \_\_\_\_\_

Credit Card #. \_\_\_\_\_ EXP \_\_\_\_\_  
(Visa / Mastercard / American Express accepted)

(1) Name \_\_\_\_\_ Title \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

▶ Select a location below (✓):

Tues. Dec. 9<sup>th</sup>:  CS  Pueblo ■ Wed. Dec. 10<sup>th</sup>:  LvInd  Dnvr ■ Thurs. Dec. 11<sup>th</sup>:  GSW  GJ

(2) Name \_\_\_\_\_ Title \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

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**CANCELLATIONS:** MUST BE RECEIVED TWO DAYS PRIOR TO THE TRAINING SESSION

**Questions:**

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**Registration/Payment:**

Lauren Stadler, 303.457.5123  
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