

FINISH STRONG IN 2008! EXPLODE INTO 2009!

With Dave Anderson's Las Vegas Strategy Summit!

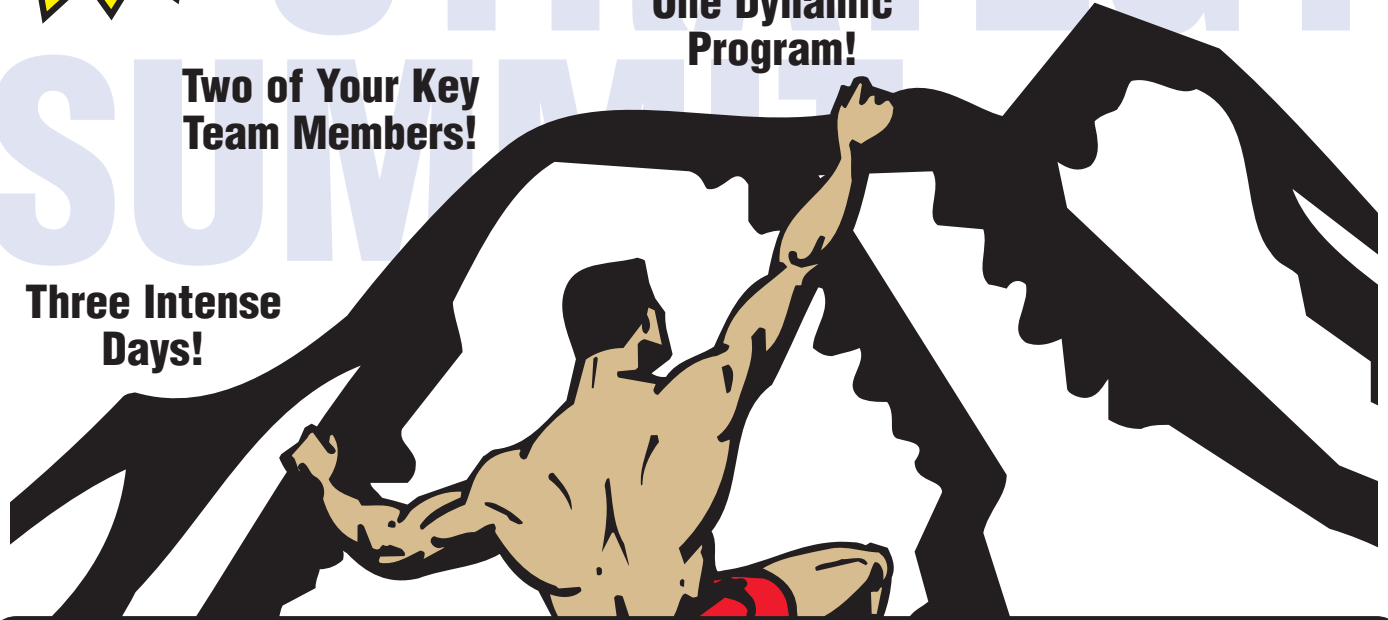
View
Testimonials
from former attendees
at the "What They're
Saying" icon

Two Workshops
to choose from!

One Dynamic
Program!

Two of Your Key
Team Members!

Three Intense
Days!



Spend three intense days creating your organization's 2009 vision, strategy and tactics to have *your best year ever!*

Dave Anderson will teach you how to create an unlevel playing field in your market and set the stage to **blow away your competition in 2009!**

- Most dealerships start the year with cloudy goals, decaying strategies and weak tactical implementation. Don't let this happen to you again!
- You'll learn what you need to know to devise the vision, strategy and tactics necessary to have your best year ever in 2009!
- Best of all, because of our multiple breakout sessions complete with personal coaching from Dave Anderson, your team will leave with the most profound plan for a year's success you've ever had.
- Eight weeks of step-by-step tasks are provided to complete after returning to the dealership before final vision and strategy roll out.
- There isn't another trainer in the business like Dave Anderson and there isn't another workshop like the Las Vegas Strategy Summit!
- Don't miss your one and only chance this year to equip your team for a great finish in 2008 and their best year ever in 2009!

When you leave the Strategy Summit...

You will have a complete framework for 2009's vision, strategy and a blueprint for tactical implementation.

This creates momentum and gives you an insanely unfair advantage as you finish 2008 and roll into 2009!

***"You work in your business all year.
Take three days to step back and work on it."***

Dave Anderson's Las Vegas Strategy Summit!

Two Workshops to choose from Oct. 21-23 and Dec. 3-5

DAY 1 *How to develop your Grand Vision for 2009*

- **Laying a foundation:** Defining organizational vision, strategy and tactics.
- **Knowing where to start:** Determining where you are as a foundation for where you will go in 2009.
- **What a dealership vision is and isn't.** Review of successful, sample visions and how they were implemented and then develop your own vision for 2009.
- **How to get others** to buy into your vision.
- **Who to involve and who to leave out** in each step of the vision process.
- **Keeping the vision alive:** Ten keys to communicating it consistently, credibly and creatively.
- **How to weave the stretch concept** into your vision for 2009.
- **Multiple breakout sessions** with your group.

Very limited seating in 2008. Call to reserve your space now!

DAY 2 *Vision without strategy is hallucination: five keys of strategy*

- **Blow up the box!** Strategies for developing a unique competitive edge and dominating your marketplace.
- **Exercise:** Evaluating your marketplace and creating your unique competitive edge.
- **The difference between** strategy and tactics with actual examples.
- **Setting the stage for strategy:** 24 sample strategies provided to apply to your business.
- **How to weave your competitive** edge into your strategy.
- **Multiple breakout sessions** with your group.

DAY 3 *Implementing your Vision & Strategy: Where the Rubber Meets the Road*

- **People support what they help create:** How to enroll others in the strategy.
- **The role of cost-cutting** in strategy and how to tie it to your growth strategy.
- **Parallel execution:** The key to creating lasting change and results.
- **The importance of strategic reviews:** How to stay flexible yet focused throughout the year.
- **Planning for seismic shifts** in the marketplace.
- **Multiple breakout sessions** with your group to finalize your plan.

Investment Package includes:

- Two attendees from your organization for three days of intensive training.
- Breakfast, lunch and snacks each day.
- Total package for both attendees is \$4,900 (\$1,500 for each attendee you bring over the two included in package price). Does not include transportation or lodging costs.

Follow Through After The Summit!

- **Follow-through action plan workbooks** complete with weekly action steps to complete your 2009 vision and roll it out by January 1, 2009 is included in the package!
- **E-mail / telephone access to Dave Anderson** through December 30, 2008 for personal coaching on all aspects of the Strategy Summit is included in the package.

Limited seating available. Call to reserve your seats at Dave Anderson's 2008 Las Vegas Strategy Summit.

1-800-519-8224

in Canada call: 818-735-9503
or e-mail Dave@LearnToLead.com

