Kelley Blue Book Hosts Successful Dealer Internet Marketing Seminars

Final Workshop Nov. 12 in New York Area Offers Solutions for Selling in Down Economy

IRVINE, Calif., Nov. 4 /PRNewswire/ -- Kelley Blue Book andhttp://www.kbb.com/, the leading provider of new- and used-vehicle information and premier dealer partner for Internet marketing solutions, recently launched a successful series of workshops educating dealership personnel on how to take advantage of new Internet-based marketing solutions to more effectively sell vehicle inventory in the current economy. The final workshop for 2008 will take place in the New York area, at the Sheraton Suites on the Hudson in Weehawken, New Jersey, on November 12, 2008. Past eNetwork Brunch workshops were held in Phoenix, Dallas, Seattle, and Chicago.

According to attendee surveys, the eNetwork Brunch workshop series provided valuable information for all, whether a new or seasoned veteran in the automotive industry. Overall, the Kelley Blue Book Internet Marketing Seminars earned an excellent rating among attendees.

"The meeting information was relevant, current and well delivered," said Anthony D'Andrea, internet sales and leasing for Toyota of Naperville.

"[It was] nice to get away from the dealership and speak to people who actually understand what we do," said Joe Webb, president of DealerKnows.

During each seminar, Kelley Blue Book shares in-depth information collected from the shoppers who visit its No. 1 vehicle information Web site, http://www.kbb.com/, each month, as well as detailed material about in-market car-buyers by geographic region. In addition, Kelley Blue Book's National Sales Trainer, Rob Lange, an experienced industry expert, shows dealership managers and sales professionals a variety of Internet-based solutions to manage merchandise more efficiently. Kelley Blue Book provides attendees with its comprehensive, up-to-date market research on consumer buying habits. Furthermore, expert speakers from CARFAX, ADP Dealer Services and Liquid Motors share tactics for increasing sales through various online tools and services.

"Kelley Blue Book is committed to providing dealers with the information they need to market to the consumer effectively, especially in the current tough economic marketplace," said Mike Romano, senior vice president of dealer sales and strategy for Kelley Blue Book. "The Internet Marketing Seminars give attendees the opportunity to discuss common issues, learn from industry experts and take home a better sense of how the consumer shops and what they are looking for in a dealership."

Dealers will walk away with a better understanding of the activities in which consumers participate, the amount of time consumers spend in the shopping process, the type of information consumers are looking for and what factors motivate the consumer to buy from a particular dealer. Furthermore, Kelley Blue Book will provide dealers with information to help them implement an effective sales process, competitively price inventory for today's market and increase visits to dealership Web sites, manage the conversation, how to set up more appointments, identify word tracks that sell and overcome customer concerns.

The Internet Marketing Seminars will provide imperative information to Internet managers, used car managers, marketing and advertising personnel and general managers. For more information, please email dealerevents@kbb.com.

About Kelley Blue Book (http://www.kbb.com/)

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle

buyers and sellers with the new and used vehicle information they need to accomplish their goals with confidence. The company's top-rated Web site, http://www.kbb.com/, provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. Kbb.com is rated the No. 1 automotive information Web site among both new and used vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kbb.com is a leading provider of new car prices, car reviews and news, used car blue book values, auto classifieds and car dealer locations. No other medium reaches more in-market vehicle shoppers than kbb.com.

SOURCE: Kelley Blue Book

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