

# Kelley Blue Book Launches Free ProfitDriver Webinar Series, Offering Dealers Critical Tools for 2009 Survival

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## **Company to Help Dealers Maximize Sales in Tough Economy**

IRVINE, Calif., Feb. 25 /PRNewswire/ -- Kelley Blue Book, [www.kbb.com](http://www.kbb.com), the leading provider of new- and used-vehicle information, today announces its all-new, free Kelley Blue Book ProfitDriver Webinar Series with a variety of topics dedicated to providing dealers with effective Internet marketing strategies critical to survival in 2009. The first Webinar will take place on March 3, 2009, and will highlight 'Maximizing Online Lead Generation and Sales Using Kelley Blue Book's LeadDriver.' In addition, each topic in the series offers multiple sessions to choose from.

## **Kelley Blue Book ProfitDriver Webinar Series Topics & Presentation Dates**

Maximizing Online Lead Generation and Sales Using Kelley Blue Book's LeadDriver

*March 3, March 6, March 11, March 17 or March 23*

Understanding and Using Kelley Blue Book Values to Close More Sales

*March 10, March 13, March 19, March 25 or April 1*

The Benefits of kbb.com Advertising Versus Traditional Advertising

*March 18, March 24, March 30, April 3 or April 9*

Best Practices to Drive Web Site Traffic Using Kelley Blue Book's LeadDriver and Dealer Showcase

*March 27, April 2, April 8, April 14 or April 23*

CDMdata and CDM Services - Your Inventory Collection, Distribution and Management Solution

*April 7, April 13, April 16, April 24 or April 29*

These sessions serve as an introduction to dealers on the value of Kelley Blue Book products and services, while examining how these tools can be utilized to help manage conversations, set more appointments, and sell more cars. Dealers who currently use the company's products and services will gain insight into specific features that can push them ahead of the competition. Kelley Blue Book's National Sales Training Director Rob Lange, an experienced industry veteran, will steer each presentation by providing extensive information on utilizing the different Web tools and techniques to maximize a dealership's exposure online. Dealers will obtain the information they need to connect with more online car shoppers and increase sales in today's market.

"In an effort to support the industry, Kelley Blue Book's free ProfitDriver Webinar Series will provide dealers with the tools and strategies they

need to expand their online reach and boost profits in the current marketplace," said Mike Romano, senior vice president of dealer strategy for Kelley Blue Book and chief operating officer for CDMdata, Inc. "It has become increasingly important for dealers to capitalize on available online tools and methods for attracting business, and we intend to assist in these efforts."

To register for the Kelley Blue Book's free ProfitDriver Webinar Series, please visit <http://www.800bluebook.com/events.shtml>. Additional topics and presentation dates for 2009 will be provided as they become available.

**About Kelley Blue Book ([www.kbb.com](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, [www.kbb.com](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. According to the C.A. Walker Research Solutions, Inc. - 2008 Spring Automotive Web Site Usefulness Study, kbb.com is the most useful automotive information Web site among 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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