

While you're waiting for the subprime market to "return", your competition has already put the **10 critical components** in place for success and is grossing over \$3,000 per deal.

*The longer you wait, the happier they'll be.*



BY GREG GOEBEL

# SPECIAL FINANCE

M A D E S I M P L E

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M A D E S I M P L E

more than **40%**

of the customers walking through your doors today are subprime. serve them today!

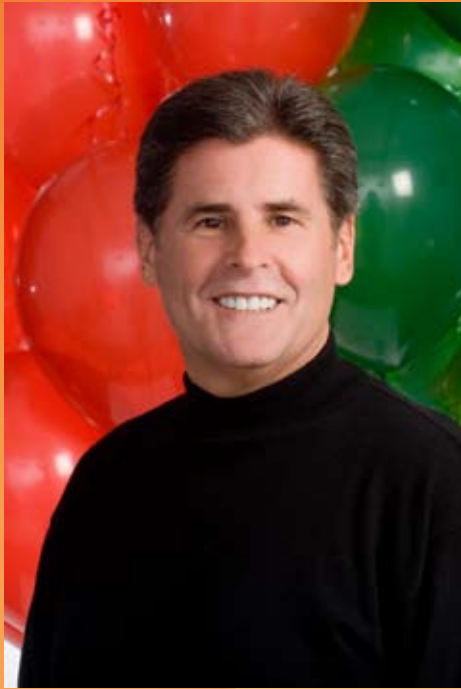


## the curriculum

- + understanding the new SF customer
- + reviewing operational benchmarks
- + defining below-prime credit tiers
- + finance companies for every credit tier
- + understanding what inventory to purchase
- + how to staff
- + how to minimize funding delays
- + where and when to market
- + learn the SF sales process
- + making calls that generate appointments
- + maximizing every deal
- + the follow-up for ongoing sales



“It is amazing how many workshop attendees believe they are maximizing every deal, until they have to desk a deal in class.”



## about SPECIAL FINANCE TRAINER Greg Goebel

For the last 21 years, Greg's name has been synonymous with the special finance industry – literally writing the book on special finance as the author of the hardback, *The Complete Guide to Special Finance*. A 1976 finance and marketing graduate of Purdue University, Greg has owned and operated businesses in the automotive industry since 1979, including 23 years in service and parts operations and 18 years as a dealer with both franchise and independent dealerships as well as a buy-here pay-here dealership.

In January 1990, Greg entered the special finance market and his dealerships combined to deliver more than 11,000 special finance deals until he retired from retail in 2002. Following his successful retail career, he was a partner in a 20 Group firm where he served as a moderator and helped develop several specialized 20 Groups, including one comprised of elite special finance dealers.

As one of the first dealers to aggressively enter the special finance market, Greg now shares his proven special finance techniques through workshops and on-site consulting and is frequently a featured speaker at industry conferences, conventions and 20 Group meetings.

Since retiring as a dealer, Greg has been the Chief Executive Officer of Auto Dealer Monthly, LLC, which is the publisher of Auto Dealer Monthly magazine and the Special Finance Insider newsletter and the parent company of Greg Goebel Training and Consulting. During that time, he has trained and consulted with thousands of dealers, vendors, and even finance companies on the subject of Special Finance, and two years ago was named to the Special Finance Hall of Fame for meritorious service to the industry.

### what workshop attendees are saying:

“Greg does a super job with sharing each point and helped each attendee to understand and share with others.”  
- Mick Flynn, GSM

“Thank you for your help in getting started. We need to get the right inventory and start special finance right away.”  
- Jenny Gretzinger, Owner

“Very strong presentation directed and edited for the group. Greg's grasp of the current market is obvious and appreciated.”  
- David Downing, VP

“Greg is a very passionate trainer who allows you to ask questions of him and others in the class, so that we learn from each other.” - Kevin Haddock, GSM

# Special Finance Workshop - REGISTRATION FORM

Hosted by Auto Dealer Monthly

## Event Selection

I will be attending this event

Evansville, IN

February 22 & 23, 2012

## REGISTRATION INFORMATION

First Name: \_\_\_\_\_ Middle In: \_\_\_\_\_ Last Name: \_\_\_\_\_

Title/Position: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ E-Mail: \_\_\_\_\_

Check all that apply: Franchise Independent Vendor Finance Company

*Note: In the event of cancellation, written notice must be received two weeks prior to the first day of conference for a refund (\$100.00 refund fee will apply). If notice is received less than two weeks prior to conference, there will be no refund.*

## BADGE INFORMATION (print full name - use nicknames)

Name: \_\_\_\_\_ Dealer \_\_\_\_\_ Manager

Name: \_\_\_\_\_ Dealer \_\_\_\_\_ Manager

Name: \_\_\_\_\_ Dealer \_\_\_\_\_ Manager

Name: \_\_\_\_\_ Dealer \_\_\_\_\_ Manager

## REGISTRATION FEES

	NUMBER		TOTAL
Attendees	_____ X	\$895	\$ _____

## METHOD OF PAYMENT

Enclosed is a check payable to Auto Dealer Monthly

Auto Dealer Monthly is hereby authorized to execute the following credit card for total registration fees:

Type: MC Visa AmEx Number: \_\_\_\_\_ Sec Code \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Signature: \_\_\_\_\_

## REGISTRATION INFORMATION

- Call 888.300.8844 for information about registration or hotel reservations.
- Mail registration form to: Auto Dealer Monthly – 4400 Washington Ave, Ste 1 – Evansville, IN 47714
- Fax registration form to 812.424.9999

Hotel Closest to Training Center - <http://www.homelifestudiosandsuites.com/Default.html> - Daily Studio

Rate usually runs approximately \$59-\$70/night.

Nearest Airport – Evansville Regional, Evansville, IN

Taxis are available but not in abundance, if you need one from the airport make arrangements in advance.