



DEALER WEEK ONLINE AGENDA:

Dealer Week Online will launch January 11-13. If you register for in person, you receive access to the online content and workshops for free. Can't attend in person? You can register for online only. *All times below are in CST

Tuesday, January 11

9:00-10:00 a.m. Warm Up and Awards

9:45-10:00 a.m. Break - Where to next?

10:00-11:15 a.m. Online Education

- Leadership Pathway: [Dominate the Delegation Demon](#) With David Spader
- Sales & Marketing Pathway: [Stop Leaking Customers! Master Omnichannel](#) With Sam Dantzer
- Service Pathway: [Update Your Service & Parts Playbook for 2022](#) With Valerie Ziebron

11:15a.m.-12:15 p.m. Exhibitor Exploration, Product Showcase & Connections

12:15-12:45 p.m. Online Education

- Leadership Pathway: [Dealer Case Study: Be Efficient & Adaptable thru Technology](#) with Andrew Brodie, Yankee Boating Center
- Sales & Marketing Pathway: [Dealer Case Study: Buy & Sell Pre-Owned Boats](#) with Bob Armington, Buckeye Sports Center
- Service Pathway: [Dealer Case Study: Support & Retain Your Techs](#) with Yvonne Lieblein, Port of Egypt Marine

12:45-1:15 p.m. Exhibitor Exploration, Product Showcase & Connections

1:15-2:15 p.m. Online Education

- Leadership Pathway: [Design Your Dealership for a Changing Market](#) With David Parker
- Sales & Marketing Pathway: [Improve Sales Productivity by Focusing on the Customer Interview](#) With Bob McCann
- Service Pathway: [Too Much + Not Enough = Service Stress](#) With Jordon Schoolmeester

2:15 - 3:00 p.m. Exhibitor Exploration, Product Showcase & Connections

Wednesday, January 12

9:00-9:45 a.m. Warm Up and Awards

9:45-10:00 a.m. Break - Where to next?

10:00-11:15 a.m. Online Education

- Leadership Pathway: [Avoid 5 Mistakes that Impact What's Next for Your Business](#) With Kendall Rawls
- Sales & Marketing Pathway: [How to Build a Brand Everyone Wants to Connect To](#) With Paul J. Daly
- Service Pathway: [Design Your Way to More Parts & Accessories Revenue](#) With Brett Beaudette

11:15 a.m.-12:15 p.m. Exhibitor Exploration, Product Showcase & Connections

12:15-1:15 p.m. Online Education

- Leadership Pathway: [HR Strategies to Fill the Gaps in Your Dealership's Workforce](#) With Gloria Sinclair-Miller
- Sales & Marketing Pathway: [How to Create a Marketing Plan When You Don't Have Any Inventory](#) With Danny Decker
- Service Pathway: [Super Service to the Rescue!](#) With John Greene

1:15-1:45 p.m. Exhibitor Exploration, Product Showcase & Connections

1:45-2:45 p.m. Online Education

- Leadership Pathway: [Develop Compensation Plans that Produce Results](#) With Bob Clements
- Sales & Marketing Pathway: [How to Seek and Sell More Pre-Owned Units Profitably](#) With Tony Gonzalez
- Service Pathway: [Develop Marketing & Growth Plans for Your Parts Department](#) With Sara Hey

2:45 - 3:30 p.m. Exhibitor Exploration, Product Showcase & Connections

Thursday, January 13

9:00-10:15 a.m. Warm Up, Awards & "Grow at Work" Keynote Presentation With Adrian Gostick & Chester Elton

10:15-10:30 a.m. Break - Where to next?

10:30-11:45 a.m. Online Workshops

- Leadership Pathway: [Boost Efficiency by Navigating Dealership Change](#) With Jim Million
- Sales & Marketing Pathway: [Learn to Love Role-Playing](#) With Bob McCann
- Service Pathway: [Combat the Assault on Your Shop's Repair Time](#) With Valerie Ziebron

11:45 a.m.-12:45 p.m. Exhibitor Exploration, Product Showcase & Connections

12:45-1:45 p.m. Online Workshops

- Leadership Pathway: [Work with Different & Sometimes Conflicting Personalities](#) With Sara Hey
- Sales & Marketing Pathway: [How to Identify & Attract Your Ideal Customers in 2022](#) With Danny Decker
- Service Pathway: [Text Me! Improve Customer Communication & Staff Efficiency in Parts & Service](#) With Jeremy DeFelice

1:45-2:15 p.m. Exhibitor Exploration, Product Showcase & Connections

2:15-3:30 p.m. Online Workshops

- Leadership Pathway: [Take Control with a Positive Attitude](#) With Matt Booth
- Sales & Marketing Pathway: [Plan Your "Post \(???\) Pandemic" F&I Process](#) With Paul Sheldon
- Service Pathway: [3 Tactics to Turn Your Shop into a Customer Loyalty Machine](#) With Bob Clements

3:30-4:00 p.m. Final Dealer Week Wrap-Up



[Register at DealerWeek.com.](#)

Online Only Registration:

\$349 MRAA Members

\$549 Non-Members