



“THE ART OF RECRUITING – YOUR PEOPLE ARE YOUR BIGGEST ASSET”

WEBINAR

WEDNESDAY, MAY 18, 2011

1 P.M. – 2:30 P.M.

FOR JUST \$129

OVERVIEW: Is your dealership running on all cylinders? Are all the profit centers in your dealership achieving their stated goals? Do you have the right managers in these key positions? Is employee turnover a major problem at your dealership? This 90-minute Webinar will vastly improve the ability of dealers and other hiring managers in their recruiting efforts.

WEBINAR OUTLINE:

- I. OVERVIEW – TODAY’S AUTOMOTIVE PROFESSIONAL**
 - A. The impact of the recent recession.
 - B. How all the downsizing can benefit you.
 - C. How all the downsizing makes recruiting harder.
- II. QUALITY CANDIDATES – METHODS OF FINDING THEM**
 - A. Newspaper Ads.
 - B. Referrals.
 - C. Internet.
 - D. Professional Recruiter.
- III. ARE THEY QUALITY AND RIGHT FOR YOU? – DOING YOUR DUE DILIGENCE**
 - A. Proper Interviewing Techniques.
 - B. Proper Reference Checks.
 - C. Proper Background Checks.
 - D. How to determine what the candidate is really looking for (*don’t be used as a temporary landing place*).
- IV. QUALITY CANDIDATES – HOW TO KEEP THEM**
 - A. Work Environment.
 - B. Clear Job Descriptions.
 - C. Motivating Pay Plans.
 - D. Bonuses – Both Short and Long Term.
 - E. Clear, Honest and Continuous Communications.
- V. Q & A**

PRESENTER: Eric Clauburg, President of Clauburg and Associates, is one of the industry leaders in automotive recruiting. Clauburg and Associates has been serving dealers since 1990. Clauburg has worked with Ford, General Motors and a number of 20 Groups, to turnaround struggling dealerships. This unique background of building winning teams gives Eric great insight into proper recruiting methods.

NJ CAR ACADEMY

“THE ART OF RECRUITING – YOUR PEOPLE ARE YOUR BIGGEST ASSET” WEBINAR

FAX BACK REGISTRATION FORM

DATE: WEDNESDAY – May 18, 2011

TIME: WEBINAR BEGINS AT 1 P.M. AND ENDS AT 2:30 P.M.

LOCATION: FROM THE COMFORT OF YOUR OWN DESK

COST: \$129 (MEMBER) \$179 (ASSOCIATES) \$229 (NON-MEMBER)
Per Connection Per Connection Per Connection

**INSTRUCTIONS FOR ACCESSING THE WEBINAR AND ALL PERTINENT MATERIALS
WILL BE E-MAILED TO ALL PAID REGISTRANTS PRIOR TO THE EVENT.**

Cancellations must be received five (5) days prior to the course offering to receive a refund.

Dealership Name: _____

Participant Name: _____ Title: _____

E-Mail (required): _____

Participant Name: _____ Title: _____

E-Mail (required): _____

Participant Name: _____ Title: _____

E-Mail (required): _____

(If additional participants, attach a separate list with Titles and e-mail addresses.)

Address: _____

City/State/ZIP: _____

Phone: _____ Fax: _____ E-Mail: _____

PAYMENT INFORMATION

Payment enclosed in the amount of \$ _____ (Payable to “NJ CAR”)

Charge to the following **Credit Card:**

AMEX

VISA

CORPORATE

PERSONAL

MASTERCARD

DISCOVER

Credit Card No.: _____ Exp. Date (Month/Year): ____/____

Cardholder Name: _____

Credit Card Billing Address: **SAME** as Corporate Address

I am an authorized user of the above-mentioned credit card and NJ CAR is authorized to charge this card the total amount due.

Cardholder Signature: _____

FORWARD COMPLETED REGISTRATION TO:

NJ CAR, ATTN: CHRISTINE PHILLIPS

FAX: 609.883.1093