



## Recent Topics for Variable Management

2016 thru October 2019.....Page 1

### ***Each Topic Provided in These Formats...***

Streaming Video, Streaming Audio, Audio Downloads, PDF Executive Summaries and PDF of Presentation Slides

| <u>Resource Topic</u>                                | <u>Year Recorded</u> |   | <u>Expert(s)</u>   | <u>Direct Resource Link</u>                                                     |
|------------------------------------------------------|----------------------|---|--------------------|---------------------------------------------------------------------------------|
| New Key Performance Indicators for Today's U.C. Dept | 2019                 | E | d French           | <a href="https://www.dealersedge.com/dnj1">https://www.dealersedge.com/dnj1</a> |
| Health Check: Automotive Digital Marketing           | 2019                 |   | Glenn Pasch        | <a href="https://www.dealersedge.com/dnf4">https://www.dealersedge.com/dnf4</a> |
| Health Check: Used Vehicle Departments               | 2019                 |   | Ed French          | <a href="https://www.dealersedge.com/dne3">https://www.dealersedge.com/dne3</a> |
| Health Check: F&I Performance & Compliance           | 2019                 |   | B Chernek & T Ings | <a href="https://www.dealersedge.com/dne1">https://www.dealersedge.com/dne1</a> |
| Health Check: BDC Organization & Effectiveness       | 2019                 |   | Joni Stuker        | <a href="https://www.dealersedge.com/dnd4">https://www.dealersedge.com/dnd4</a> |
| How to Find, Hire & Keep Exceptional BDC Reps        | 2019                 |   | Joni Stuker        | <a href="https://www.dealersedge.com/dna2">https://www.dealersedge.com/dna2</a> |
| 7-Point Checklist for CRM Choice & Due Diligence     | 2018                 |   | Stefan Drechsel    | <a href="https://www.dealersedge.com/dmk2">https://www.dealersedge.com/dmk2</a> |
| Why Dealership BDCs Fall Short & How to Fix It       | 2018                 |   | Joni Stuker        | <a href="https://www.dealersedge.com/dmd3">https://www.dealersedge.com/dmd3</a> |
| Managing Dealership Online Reviews                   | 2018                 |   | J Eyre & M Boyce   | <a href="https://www.dealersedge.com/dma2">https://www.dealersedge.com/dma2</a> |
| What's Working in Sales Automation                   | 2017                 |   | Stefan Drechsel    | <a href="https://www.dealersedge.com/dll1">https://www.dealersedge.com/dll1</a> |
| Internet Ups: Going From Email to Phone to Showroom  | 2017                 |   | Joni Stuker        | <a href="https://www.dealersedge.com/dle1">https://www.dealersedge.com/dle1</a> |
| Why 70% of Used Car Depts Under-Perform              | 2017                 |   | Steve Nickelsen    | <a href="https://www.dealersedge.com/elf1">https://www.dealersedge.com/elf1</a> |
| Blended BDC—Drives Sales for Entire Dealership       | 2017                 |   | Joni Stuker        | <a href="https://www.dealersedge.com/elf1">https://www.dealersedge.com/elf1</a> |
| Digital F&I Retailings... Riding the Wave            | 2017                 |   | Becky Chernek      | <a href="https://www.dealersedge.com/dlb3">https://www.dealersedge.com/dlb3</a> |
| Controlling Marketing & Ad Budgets— Moneyball        | 2017                 |   | Jim Flint          | <a href="https://www.dealersedge.com/dlb1">https://www.dealersedge.com/dlb1</a> |
| Pay-Per-Click... Basics of Effective PPC Campaigns   | 2016                 |   | Chris Hill         | <a href="https://www.dealersedge.com/dkk1">https://www.dealersedge.com/dkk1</a> |
| Used Vehicles Inventory to Maximize Sales & Profits  | 2016                 |   | Steve Nickelsen    | <a href="https://www.dealersedge.com/dki4">https://www.dealersedge.com/dki4</a> |
| Strap a Rocket to Your Used Vehicle Operation        | 2016                 |   | Steve Nickelsen    | <a href="https://www.dealersedge.com/dkga">https://www.dealersedge.com/dkga</a> |
| Prospecting: Generate 1/3 of Sales From Efforts      | 2016                 |   | Joni Stuker        | <a href="https://www.dealersedge.com/dke3">https://www.dealersedge.com/dke3</a> |
| "Geo-Fencing" - How to Deploy at Your Store          | 2016                 |   | John Possumato     | <a href="https://www.dealersedge.com/dke3">https://www.dealersedge.com/dke3</a> |
| How to Increase CPO Sales & Profits                  | 2016                 |   | Jim Flint          | <a href="https://www.dealersedge.com/dkd1">https://www.dealersedge.com/dkd1</a> |