

AS SEEN IN



TEAM RELMARK

Seminar with Joe Girard



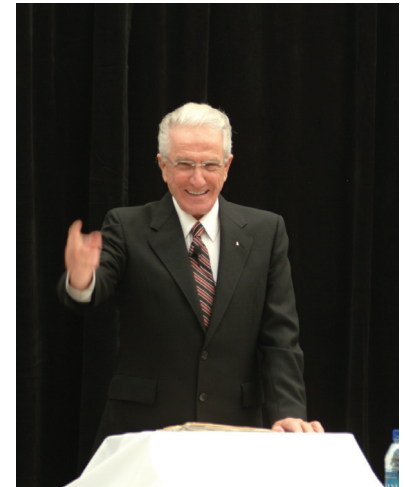
Duane Marino

Who sold 1,425 new retail cars and trucks in one year, 175 in one month, 18 in one day and averaged six a day, every day? (as audited by Deloitte & Touche, The Guinness Book of World Records and attested to by General Motors Corporation, Chevrolet Division and Merollis Chevrolet) Joe Girard, that's who! And these were sold one at a time — no fleet, wholesale or used in the count.

Duane Marino, of Team Relmark, held a seminar with Joe Girard on Dec. 6 at the Automotive Hall of Fame (www.automotivehalloffame.org) in Dearborn, Mich.

What came out of this well-attended event?

If there was one thing to remember, it would be the importance of having the right attitude and the knowing how to market yourself. — P.C.



Joe Girard

Automotive Hall of Fame Sales Rally – “CREATE YOUR FUTURE” WITH JOE GIRARD

GUINNESS BOOK OF WORLD RECORDS WORLD’S GREATEST SALES PERSON

***Thursday, December 6, 2007
Automotive Hall of Fame • Dearborn, MI***

Once in a Lifetime Chance – Where Joe was Inaugurated



This is a “once in your lifetime” opportunity. See a legend in action! Spanning over 15 years Joe Girard sold 13,001 new cars and trucks, in one of the hardest markets and toughest economies ever, and yet his world records of 6 average new retail sales a day, 18 in one day, 174 in one month and 1,425 in one year may never be broken. Learn how he sold all of those cars! Reward yourself and your staff! Be there, no excuses!

AN INFORMATIONAL AND MOTIVATIONAL TRIPLE HEADER!

PLUS: Duane Marino trains and explains exactly what small differences make the huge difference between just average and absolutely outstanding sales results, as witnessed when he trains and sells everyday at dealerships around the country.

BONUS: Joe’s son tells true stories about selling in the past with his father, selling today and how **YOU** can improve sales **NOW!**



**WHO KNOWS IF AND WHEN
THIS WILL HAPPEN AGAIN?
LISTEN, LEARN AND LAUGH
WITH A LEGEND!**

***You can't control the market, but you can control your selling activities.
You can't control the buyer, but you can control your sales process.***

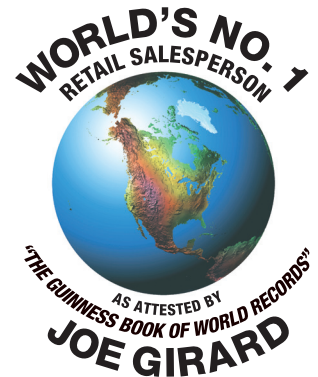
**CONTACT US TODAY TO BOOK YOUR SEATS FOR THIS SELL-OUT EVENT!
WWW.JOEGIRARD.COM OR WWW.DUANEMARINO.COM
1-866-376-1411 / INFO@RELMARK.COM**

Automotive Hall of Fame Sales Rally – “CREATE YOUR FUTURE” WITH JOE GIRARD

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**Thursday, December 6, 2007
Automotive Hall of Fame • Dearborn, MI**

- Unique approaches
- Your competitive edge
- Increase sales and gross
- Understand body language
- Sales and Performance Psychology
- Have more fun and make more money



“Joe, you were fantastic – the auditorium was jam packed – they were sitting in the aisles!”

- Harvard Business School

“The reaction was excellent around the country; WOW, FANTASTIC, TERRIFIC, VERY STIMULATING; we are very pleased!”

- Chevrolet Motor Division



*The more you think
about it, the more you
realize you need to sign
your team up now!*

AUTOMOTIVE HALL OF FAME

**21400 Oakwood Blvd • Dearborn, MI 48124, USA
(next to Henry Ford's Greenfield Village)**

Thursday, December 6, 2007

8:20 am – 3:40 pm

Register before Nov. 15 for a 10% Savings

Group Rates: Buy Three and the Fourth is Free

OR Buy Four and Send the Store

**For Info: WWW.JOEGIRARD.COM OR WWW.DUANEMARINO.COM
1-866-376-1411 / INFO@RELMARK.COM**

PRESS RELEASE - SEPTEMBER 14, 2007

Who's the Tiger Woods of car sales? Who holds the records? Who sold 1,425 new retail (one at a time, no fleet, wholesale or used in the count) cars and trucks in one year, 175 in one month, 18 in one day and averaged 6 a day, every day? (as audited by Deloitte & Touché, The Guinness Book of World Records and attested to by General Motors Corporation, Chevrolet Division and Merollis Chevrolet) Joe Girard, that's who! Just as some of Tiger Woods golf scores seem unbelievable and may never be broken, getting your mind around Joe Girard's numbers seem perhaps more unbelievable.

Now, imagine for a moment that you were a golf coach and Tiger Woods called you up and asked you to have lunch with him, and then over that lunch told you he wanted you to play a round of golf with him and his son at St. Andrew's in Scotland, to an audience of fans...what would you say and how would you feel?

Well, when Joe Girard called Duane Marino (an automotive sales trainer) to do a seminar with him and his son in Dearborn Michigan (where it all started) at the Automotive Hall of Fame (www.automotivehalloffame.org - where Joe has been inaugurated), Duane had to sit down.

As luck would have it, the next week Joe's son (who's sells and worked with his father) attended one of Duane's seminars he was holding for a group of dealerships outside of Windsor Ontario at the Tilbury Auto Mall in Lally Ford's boardroom, about how to explode your business using nothing but the telephone. Ironically, amongst many things, that was one of Joe Girard's claim to fame, selling all those cars and trucks by appointment only without walk-ins, through massive and effective outbound phone and mail action. And Joe's son still sells cars today using the same techniques as an independent broker in Michigan. Duane's "Job Interview" started as Joe watched, listened and learned some of Duane's favorite phone tactics for 3 days, and witnessed Duane using his sales skills live as he took new and used sales calls and made outbound phone calls on a speaker phone. It got really interesting as Duane then proceeded to book lots of appointments and sell some cars right there and then. "There are sales trainers and there are selling trainers. I'm both. You have to be willing to work hard and learn effective techniques, then blow past your fears of rejection and embarrassment, step up and make it happen in the real world. If I can walk into any market on the continent, and within a few hours be setting appointments and selling without taking floor traffic, and be willing to take and make those calls in front of veteran sales people, on their own turf, with Joe Girard's son watching me, surely a sales person can learn those skills and make a few calls a day from the comfort of their own office. Just go for it." says Duane.

Joe Girard has been on the global big stage speaking circuit for decades, doing talks with several thousand people at a time, creating literal hysteria in some parts of the world as he is looked upon as being the epitome of sales success. Moving the hearts and minds of perhaps millions through his four best selling books, audio programs and stirring presentations. Having just gotten back from seminars in Caracas, Venezuela, Joe, his wife and son told Duane and his wife of a particularly funny story of him getting off a plane in Malaysia, and as he walked down the stairs of the plane, hundreds of screaming people were wearing cardboard cut-out life-like pictures of Joe Girard as 'masks' and were all chanting his name and cheering. Now that's what I call popularity.

Duane says "Joe really wants to give back to the car business everything it has given him right in the heart of where it all started. Thursday December 6th at the Automotive Hall of Fame in Dearborn Michigan will be a very powerful experience for anyone that wants to attend. Joe Girard, Duane Marino and Joe's Son will be showing you how to create your future and catch the passion! American and Canadian Sales People, Sales Managers, Dealer Principals and Factory Representatives will be in attendance. Joe is the father of our entire sales training industry and the icon of car sales. Who knows if and when this will happen again. Reward yourself and your staff. Be there. No excuses!"

You can visit www.joegirard.com or www.duanemarino.com for more information and call 1-866-376-1411 to register for or help market this sell-out event!