



Automotive Marketing Guru Introduces Next Generation Internet Sales Departments

skarliswest, February 26, 2006

URL: <http://www.pr9.net/business/marketing/3999february.html>

With all of the different marketing challenges for car dealers online Internet Auto Marketing is staying way ahead of the curve with it's new consulting program.

PR9.NET February 26, 2006 - Las Vegas, NV - - Internet Auto Marketing is proud to announce the launch of it's latest product. "How To Build The Most Successful Automobile Internet Department EVER!"

Internet Auto Marketing CEO who is an 11 year veteran of the automotive industry states: "For the first time ever auto dealers will actually get a complete online sales and marketing program that is implemented over a 90 day period instead of a 4 hour workshop."

"With this information," says a company spokesperson, "the internet manager will be able to sit down at their computer and virtually learn step-by-step how to maximize their internet sales department all while retaining the information and techniques with much more enthusiasm."

As a car dealer himself, the founder got tired of seeing dealers not having the correct information about how to implement ideas and tactics. "What everyone talks about and does are two different things. We want to give the most current up to date methods and what is working right now in the automotive online world," stated Gus Skarlis.

"We figured it was time to level the playing field and give dealers the advantages they need to profitable online," says a company announcement. The program includes information on setting up your internet department, sales processes, look and feel of your website, sales and finance training, and also covers very advanced online marketing and search engine optimization strategies.

Also included is phone and e-mail consultation and many additional resources that will help dealers not only save money but time when implementing the principles. "We feel that our extensive automotive background and over 200 profitable websites qualifies us to offer this very advanced marketing information and sales training," stated a top level executive.

Skarlis also noted that most dealers rely on 3rd party companies to build and help with their internet departments which can be a huge mistake. "Although they might be good at one aspect they usually can not offer a complete marketing and sales strategies for online success like we can."

If you would like more information on "How To Build The Most Successful Automobile Internet Department EVER!" visit: <http://www.InternetAutoMarketing.com>

###

About skarliswest

Gus Skarlis is a 12 year veteran of the auto business. As a former dealer he shares with you how to save thousands on your next new or used vehicle purchase and level the playing field. His site is located at: <http://www.BeforeYouBuyACar.com>

Website: <http://www.BeforeYouBuyACar.com>

E-Mail: info@beforeyoubuyacar.com