

Jim Ziegler's Internet Battle Plan XII Returns to Atlanta January 16th and 17th

Automotive dealers will learn from top industry experts on the topic of moving their dealerships into the digital age and maximizing their profits.

Atlanta, GA ([PRWEB](#)) January 01, 2013 -- Automotive superstar and Certified Speaking Professional Jim "Alpha Dawg" Ziegler returns the highly successful Internet Battle Plan XII to Atlanta at the Crowne Plaza Ravinia on January 16th-17th, 2012. Ziegler has invited thirteen leading automotive industry professionals to discuss cutting-edge strategies in social media, sales, marketing and technology. This group of experts provides attending dealers with real-life situations and examples of how to maximize their profits.

Sponsored by [Dealertrack Technologies](#), [Car Wool!](#), [Contact At Once!](#), [Dealer e-Process](#), [Mouthful Social Media](#), [POTRATZ](#), and [Stream Companies](#), Ziegler's twelfth installment of the hugely successful Internet Battle Plan seminar brings together some of the most respected and effective professionals in the automotive industry.

Rachel Haro, Partner & Social Media Strategist at San Francisco-based Mouthful Social Media, has over 15 years of marketing experience and has spent the last ten of those working with dealerships across the country on strategic, grass roots, and social media marketing. Rachel focuses on social networking at the heart of social media.

Sean V. Bradley is president and CEO of [Dealer Synergy](#), a highly successful automobile dealership consulting and training firm based in Audubon, New Jersey. Bradley is a professional speaker and trainer, receiving numerous awards and high ratings from Automobile Dealer Associations and Dealer 20 Groups.

Amit Maheshwari is Vice President and General Manager of Digital Retailing Solutions for Dealertrack Technologies. He is currently responsible for Dealertrack's digital retailing business, which provides consumer facing solutions to dealers, portals, and manufacturers with the goal of improving the online sales process and delivering qualified consumer leads to dealers.

Cory Mosley, Founder and Principal of [Mosley Automotive Training](#), has built a reputation as a go-to sales strategist, consultant, and trainer by challenging the status quo. His new-school techniques and progressive strategies have help dealers dealer's both large and small build and restructure profitable sales, BDC, and Internet operations. Corey's monthly column "Sales Driver" is read by thousands of dealership personnel nationwide.

Dave Page, Owner & Director of Dealer e-Process, began at a Chicago dealership and his immensely successful strategy prompted a write up from Automotive News which brought dealers from all over the country to learn about the dealership's internet process. Dave created Dealer e-Process in 2007 out of this dealership and it has quickly become one of the top website providers in the industry.

Ryan Lucia is the Southeast Regional Sales Manager for Contact At Once. He understands the challenges dealers face with online internet sales and marketing and converting website traffic into viable sales opportunities. Ryan offers unique insight and expertise on how successful dealerships are leveraging cutting-

edge technologies and forward-thinking sales techniques to increase profits.

Bill Parlaman is the Digital Marketing Director at Stream Companies, a Philadelphia based advertising agency specializing in Automotive Internet Sales and Marketing. Parlaman is a Google and SEO marketing expert, and a featured co-author of the book "The Ultimate Success Secret," with Dan Kennedy and Mike Capuzzi.

Paul Potratz is COO of Potratz Advertising, headquartered in Schenectady, NY. Paul's namesake company is a full service automotive advertising agency that specializes in integrating the power of digital marketing strategies for retail automotive dealers and dealer groups across the United States. Paul has been interviewed on digital marketing and automotive trends by such media outlets as The New York Times, The Wall Street Journal, NY Post, and CBS.

Myril Shaw, COO of CarWoo!, has been with CarWoo! since the beginning. He built the team that has grown their dealership network from 0 to over 7,000 today as well as launching the CarWoo! Dealer Plus product for dealers.

Matt Redden is VP of Sales and Marketing for [DealerSocket](#). Matt drives sales through a unified approach that incorporates marketing, sales and customer support. Over the last 18 years, Matt has built his career around strategic marketing and driving sales in multiple markets through an innovative and focused approach.

Jerry Thibeau is President of the [Phone Ninjas](#), a company focused on helping dealerships improve phone skills. Considered by many to be the very best telephone skills trainer in the history of the Automotive industry, he has earned the nickname "The Phone Ninja" for his ability to turn even the hardest of phone shoppers into real appointments that show.

Andrew Myers of [What's Next Media](#) focuses his efforts on video. With most internet sales and marketing experts in agreement that 85% of all online content in the next three years will be video, What's Next Media is focused on the dynamics of the cumulative combined effects of short saturation messages about your company.

Stan Sher is president of [Dealer eTraining](#). As a writer and contributor to the automotive dealer community, Stan has a continual blogging presence and uses his years of BDC experience to help dealerships increase their sales. He has been published in some of the most respected automotive industry websites and magazines including Digital Dealer Magazine, Dealer Marketing Magazine, Automotive Digital Marketing and DrivingSales.

For more information about Jim Ziegler's Internet Battle Plan, Speakers, Sponsors, Ziegler SuperSystems, or to request information on discounted group rates, please call Jim Ziegler at 1-800-726-0510 or visit [InternetBattlePlan.com](#).

Besides producing this event, Jim will be presenting "Guerilla Marketing Strategies using Facebook, YouTube and Twitter."

About Us:

Ziegler SuperSystems is an automotive training and consulting organization based in the Atlanta, GA area. President Jim Ziegler, CSP is an industry celebrity speaker, trainer and published author. He has been a keynote speaker at National and State Dealer conventions, and has trained over 100,000 Dealers, Managers, and Industry Manufacturer Executives.



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